



# **U.S. WELLBEING POLICIES AND MILESTONES**

**2022**

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# INTRODUCTION

Our founder, W.K. Kellogg, believed that a critical part of running a good business was also doing good for society. Our [Kellogg's Better Days® Promise](#) Environment Social and Governance (ESG) strategy is a critical element for business growth. It defines our approach to ensuring sustainable and equitable access to food for all.

In 2020, Kellogg refreshed its vision, striving for *a good and just world, where people are not just fed but fulfilled*. Our purpose – *creating better days and a place at the table for everyone, through our trusted food and brands* – drives who we are and how we behave.

We are committed to creating better days for three billion people by the end of 2030, including:

- Nourishing 1 billion people with our foods;<sup>1</sup>
- Feeding 375 million people in need with food donations and child feeding programs;
- Nurturing people and our planet by supporting 1 million farmers and workers and conserving natural resources across our value chain; and,
- Living our founder's values by engaging 1.5 billion people to help address the important issue of global food security by advocating on behalf of hungry children everywhere, ensuring an ethical supply chain and supporting diversity & inclusion.

As one of the most reputable global food brands<sup>2</sup>, we understand our role in leading the change in the worldwide food system towards more sustainable and equitable access to food for all. 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.”<sup>3</sup>

Our work is driven by the belief that, compared to separately identified foods or nutrients, dietary patterns are a better reflection of what people actually eat, and therefore, the dietary and planet impact. We believe that shifting emphasis to a consideration of dietary patterns can be transformational in enabling people to make healthier and more sustainable long-term choices.

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<sup>1</sup> Baseline year: 2015

<sup>2</sup> <https://www.reprtrak.com/rankings/>

<sup>3</sup> <https://www.who.int/publications/i/item/9789241516648>

## A. CORPORATE STRATEGY, MANAGEMENT & GOVERNANCE

### Environment, Social and Governance (ESG) Performance

As part of our ongoing commitment to create authentic connections with our stakeholders based on shared values to drive business results, Kellogg began a review of our ESG performance in 2021. We expect to have that review complete and ready for public launch in 2022. As part of our review, focusing on the nutrition elements of wellbeing, we have paid close attention to our Access to Nutrition Index (ATNI) performance.

Kellogg Company's corporate strategy, management and governance structure and our commitment to help address all forms of malnutrition have already been clearly shared through our [Global Nutrition milestones](#) document. Below is additional specific information about Kellogg Company's strategy on nutrition and health.

### Strategy on Nutrition and Health

Kellogg is committed to its focus on nutrition and health in the United States as referenced by our company vision and purpose, as well as our Deploy for Growth commercial strategy. Within the U.S., our brands and categories unlock our vision of not only feeding but also fulfilling people through our U.S. Foodprint strategy. This strategy captures the actions of our brands that are focused on how they nourish and feed people, nurture the planet and deliver against our founder's values through a focus on feeding those in need and delivering an equitable, diverse and inclusive approach to our efforts. Our work is aligned to the United Nations Sustainable Development Goals (SDGs)<sup>4</sup>.

We recognize the imperative to focus our efforts to include those most at risk from hidden hunger, obesity and undernutrition due to income, geographic location, ethnicity and those in food insecure households. Furthermore, in 2021, we launched the [Childhood Wellbeing Promise](#), which defines our approach to childhood wellbeing with set targets for the business to progress not only the portfolio but also our marketing efforts to positively impact the wellbeing of children.

### Strategy Review

In 2021, Kellogg conducted a full review of our ESG performance. Following a materiality assessment, Kellogg identified nutrition and wellbeing as its number

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<sup>4</sup> <https://sdgs.un.org/goals>

one priority. Our wellbeing strategy and targets have been reviewed and approved, and our ESG strategy has been approved by the Kellogg Board of Directors. Furthermore, commencing in 2022, a refreshed ESG strategy and governance program is being implemented across the business, including in the U.S. We have ensured that our strategy is aligned to the external benchmarks such as the U.S. Dietary Guidelines for Americans and the Institute of Medicines Report on Accelerating Progress in Obesity Prevention (2012).

## **B. FOOD FORMULATION**

### Commitment

We are committed to nourishing 1 billion people by the end of 2030 from a 2015 baseline. This commitment ensures that people consuming our foods frequently<sup>5</sup> are getting both meaningful positive nutrition<sup>6</sup> while not exceeding nutrition criteria as outlined in our Kellogg Global Nutrition Criteria for sodium, saturated fat and sugar. In doing so, we expect to increase sales of foods meeting our Kellogg Global Nutrition Criteria.

### Food Design Strategy

To enable our approach to better health and nutrition, we use a nutrient density approach to design our foods based on local consumer and public health contexts, as well as our Kellogg Global Nutrition Criteria food profile model. These criteria were recently enhanced based on external benchmarks, including the International Food and Beverage Alliance (IFBA), and regionally relevant benchmarks, including the Children's Food and Beverage Advertising Initiative (CFBAI).

Our design strategy is aligned with the 2020-2025 Dietary Guidelines for Americans. We know that breakfast and meat alternatives enable a higher intake of other key food groups in addition to the positive nutrients the foods themselves provide. Within the Dietary Guidelines for Americans, there was acknowledgment of the importance of overall eating patterns and the role foods play in enabling this. For example, breakfast cereals tend to be a significant dietary source of iron, B vitamins (about 20%), Vitamin D, and 10% of fiber. In combination with milk and fruit, fiber, calcium and protein are boosted. Regular cereal eaters tend to have higher milk intakes. As much as 95% of cereal is

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<sup>5</sup> 4 times per week

<sup>6</sup> fiber, wholegrain, protein or micronutrients

consumed with milk.<sup>1</sup>In the U.S., breakfast cereal is the number one food category to which fruit is added.

## Sales Targets

Growth in our meal-building categories of breakfast and meat alternatives<sup>7</sup> is central to our Deploy for Growth business strategy, and we have set incremental sales targets for both.

In addition, as part of the Childhood Wellbeing Promise, we have identified foods that are “Most Visible to Kids” and are committed to making progress on the number of foods or sales of those foods that deliver against our Kellogg Global Nutrition Criteria by 2025 from a baseline of 2020.

Additionally, we strive to be the cereal category share in the U.S. Women, Infants, and Children (WIC) Program. We have increased sales within WIC-only stores, which only promote foods meeting the U.S. Department of Agriculture (USDA) WIC criteria. We have also had a 78% increase in incremental authorizations of our foods since 2019, enabling additional sales.

## School Meals and Smart Snack Standards

Feeding people in need has long been a cornerstone of Kellogg Company's corporate responsibility initiatives. Today, doing so is central to our ambitious *Kellogg's Better Days*<sup>TM</sup> commitment to create Better Days for 3 billion people by the end of 2030. As part of this global goal, we intend to feed 375 million people in need through food donations, expanded child feeding programs and disaster relief. Since 2015, we've fed nearly 200 million people through food donations and reached 3.7 million children through feeding programs.

In the U.S., where breakfast is often provided in schools, Kellogg works closely with a variety of partners to increase students' access to feeding programs. In 2019, our *Kellogg's*<sup>®</sup> brand donated \$1 million to [No Kid Hungry](#) to expand school breakfast programs. Over the past 4 years, the partnership between Kellogg and No Kid Hungry has supported nearly 1 million children, providing access to 154 million breakfasts annually.

We are proud to serve schools with foods that deliver on the USDA school breakfast and lunch program, as well as Smart Snacks standards. To date, 100% of our core K-12 foods meet the criteria and are whole grain-rich as appropriate.

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<sup>7</sup> <https://www.just-food.com/news/kellogg-invests-in-morningstar-farms-plant-based-facility/>

We actively seek to place our smart snack foods in other sectors outside of schools. In 2021, 16% of our K-12 Smart Snack portfolio was sold in other sectors of Away From Home channels.

We have prioritized innovating foods that meet both USDA School lunch requirements and Smart Snacks standards. We have focused on reducing sodium per the school meal targets within *Eggo*<sup>®</sup>, *MorningStar Farms*<sup>®</sup> and *Pop-Tart*<sup>®</sup> brands. We have successfully delivered against the Target One requirements and, to date, 97% of our core K-12 portfolio is competitively positioned to meet Target 2 sodium guidelines, with brands such as *Eggo*<sup>®</sup> and *Pop-Tart*<sup>®</sup> positioned to meet final sodium target guidelines.

Any of our foods that deliver against Smart Snacks standards are also sold outside of schools in channels such as vending and retail, for example.

## Nutrients of Public Health Concern

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, potato crisps provide about 2% of dietary sodium.

Kellogg has a strong history of action in this space. Our sodium reduction program commenced in 1998 and continues to this day. Since 2007, we have lowered the average sodium content of our breakfast cereals significantly and we continue to work towards the targets agreed by the International Food and Beverage Alliance, as well as the new Food & Drug Administration (FDA) voluntary sodium targets.



Due to our continued focus on sodium, 80% of the U.S. portfolio currently falls below upper bound levels of the FDA's new voluntary sodium targets. Additionally, only one of our cereals "Most Visible to Kids" exceeds the FDA upper bound level. Finally, several of our foods served in school have experienced reductions by more than 35%.

As a result of our sodium reduction work, we have further lowered the sodium criteria as part of our Kellogg Global Nutrition Criteria by 15% in breakfast cereals and 28% in wholesome cereal snacks. These reductions were influenced by external benchmarks including IFBA sodium targets. We have further agreed to work towards IFBA sodium reduction targets for 2025 and 2030<sup>8</sup>.

## Sugar

We recognize the World Health Organization guideline on sugar intakes for adults and children.<sup>9</sup> Further, we acknowledge that intake of free sugars—particularly in the form of sugar-sweetened beverages—increases overall energy intake. This intake of free sugars may also reduce the intake of foods containing more nutritionally adequate calories, leading to an unhealthy diet, weight gain and increased risk of non-communicable diseases including obesity and tooth decay.

Our labeling practices are transparent, aligned with the recommended daily value for added sugar that must now be labeled on foods in the U.S. We also utilized this external benchmark to inform our updates to the Kellogg Global Nutrition Criteria.

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 less than 7% of dietary intake.<sup>10</sup>

Importantly, unlike these discretionary sources of sugar, breakfast cereals are intended to be consumed with milk as a part of a main meal. Breakfast cereals are a minor contributor to daily calorie intake. Unlike with other food categories, such as sugar-sweetened beverages, removing sugar from breakfast cereals results in calorie content remaining relatively consistent. Despite this, we

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<sup>8</sup> <https://ifballiance.org/news/international-food-beverage-companies-commit-to-reduce-sodium-globally-in-manufactured-foods/>

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

<sup>10</sup> [https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary\\_Guidelines\\_for\\_Americans-2020-2025.pdf#page=56](https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf#page=56)

recognize that we must play our part in addressing dietary overconsumption of sugar and have committed to take several steps:

- We design our foods with awareness of public health priorities. Since 2011, we've lowered our Kellogg Global Nutrition Criteria for sugar by 12.5%.
- We regularly review the levels of sugar in our breakfast cereals to ensure we are delivering on consumer expectations.
- We have steadily reduced sugar in our breakfast cereals. Since 2007, we have reduced sugar in the U.S. by 5% on a sales-weighted basis.
- We are committed to promoting our portfolio "Most Visible to Kids" compliant with our Kellogg Global Nutrition criteria. To date, approximately 50% of these foods meet these criteria.

In addition to our food renovation efforts, we have actively begun increased marketing efforts and innovations around our foods that already have lower sugar content:

- Our "Did You Know" cereal campaign in 2020 and 2021 highlighted cereals with lower sugar, including *Rice Krispies*<sup>®</sup>, *Kellogg's Corn Flakes*<sup>®</sup> and *Special K*<sup>®</sup> *Original*.
- In 2020, as an outcome of our Childhood Wellbeing Promise, we shifted our child-directed portfolio mix to include *Rice Krispies*<sup>®</sup> cereal. Not only is *Rice Krispies*<sup>®</sup> lower in sugar, it also over indexes as a cereal eaten with fruit. We strive to encourage this behavior with children.
- We innovated several new WIC-eligible foods which have a strict sugar threshold, including several line extensions of *Frosted Mini-Wheats*<sup>®</sup>, *Kellogg's Corn Flakes*<sup>®</sup> *Cinnamon* and the first organic WIC cereal, *Kashi*<sup>®</sup> *Honey Toasted* and *Kashi*<sup>®</sup> *Warm Cinnamon Toasted Organic Oat Cereals*.
- Additionally, in 2021 we innovated several lower sugar options, including *Special K*<sup>®</sup> Keto-friendly cereal and bars, *Kashi*<sup>®</sup> Keto-friendly cereals and *Bear Naked*<sup>®</sup> no sugar added granola.

We remain committed to continually scouting and validating new tools and technologies to improve taste, texture and functionality while supporting our efforts on optimizing sweetness.

### Saturated Fat and Trans Fat

Excessive fat intake has been linked to obesity and can contribute to non-communicable diseases such as heart disease. The WHO recommends that 30% of daily calories come from total fat, with 10% of daily calories coming from saturated fat. In the U.S., the Daily Value for saturated fat is less than 20 grams per day. This is based on a 2,000-calorie daily diet.

Grains and other plant-based foods, such as breakfast cereals and meat alternatives, are typically low in saturated fat and minimal contributors to saturated fat in the diet.

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. Kellogg 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. We have delivered against this commitment, removing industrial trans-fat from the very few recipes in which they existed.

Guidance tells us that foods with over 20% of the daily value are considered “high” as it relates to saturated fats. Within the full U.S. portfolio, less than 5% of our foods provide more than 20% of the daily value of saturated fat. We have further committed to maintaining saturated fat levels of less than 5 grams per 100 grams on foods marketed to children by 2025.

## Nutrients to be Encouraged

### Shortfall Micronutrients

#### Hidden Hunger

Hidden hunger, also known as micronutrient deficiencies, afflicts more than 2 billion individuals, or one in three people, globally.<sup>11</sup> Micronutrients are vitamins and minerals needed by the body in very small amounts; however, their impact on a body's health is critical. Deficiency in any of these can cause severe and even life-threatening conditions.<sup>12</sup>

The WHO recognizes voluntary fortification 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.

Kellogg believes that micronutrient fortification plays a vital role in achieving optimal health for all the family and has been voluntarily adding vitamins and minerals to our grain-based foods for over 80 years. In the U.S., the U.S. Centers for

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<sup>11</sup> Food and Agriculture Organization (FAO) 2013

<sup>12</sup> [https://www.who.int/health-topics/micronutrients#tab=tab\\_1](https://www.who.int/health-topics/micronutrients#tab=tab_1)

Disease Control and Prevention (CDC) has recognized the role of iron, folate<sup>13</sup> and vitamin D fortification in public health, specifically within cereal and milk. Additionally, the WIC program continues to support the cereal category as an affordable and accessible driver of iron and folate intakes for women and children.

#### Our Approach

1. Safe food and clear communication: Micronutrient addition must be in line with the principles of producing safe foods and should be clearly communicated to consumers through labeling and other means of communication as appropriate.
2. Micronutrient addition as part of a healthy diet: When considering foods for micronutrient addition, they should be consumed regularly and in sufficient quantities in line with FDA guidelines. Grain-based foods are an excellent option since they offer consumers choice due to the range and scope of breakfast cereals available, while at the same time are shelf-stable and low-moisture, ensuring that vitamins and minerals remain available.
3. Micronutrient addition must be scientifically substantiated: This must be done through assessment of the food type, target consumer, nutrition intakes of the population groups and the risk of deficiencies identified. Our micronutrients must be relevant and appropriate for the intended audience.
4. Valuable micronutrients can be added through intelligent food design: Combining simple grains with fruit, nuts, seeds and other inclusions can result in impactful levels of inherent micronutrients.

In our U.S. portfolio, 96% of our cereals, waffles and plant protein foods deliver a key nutrient, whole grain or fiber either inherently or through fortification in line with the U.S. Code of Federal Regulations.

Vitamin D is a shortfall nutrient for the U.S. population with limited ability to obtain it naturally from foods. We have increased the number of breakfast cereals that provide a 'good source' of Vitamin D over the past five years. We also await a response to our petition to the FDA to increase permitted levels in cereals to an 'excellent source' level and expand use of Vitamin D in cereal bars.

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<sup>13</sup> <https://www.cdc.gov/ncbddd/folicacid/features/folicacid-prevents-ntds.html#:~:text=Mandatory%20folic%20acid%20fortification%20of,fortification%20was%20required%20in%201998>.

## Fiber and Wholegrain

### The Fiber Gap

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. At Kellogg, we are committed to exploiting the benefits of fiber for better health. We are on a mission to help people consume more fiber.

The WHO recommends consuming more than 25 grams per day of fiber. In the U.S., the Institute of Medicine's adequate intake recommendation is based on calories; this equates to a higher level for adults 19-50 years old, at 38 grams per day for men and 25 grams per day for women. The recommendation is based on the benefits of dietary fiber for reduced risk of cardiovascular disease. Typically, Western diets are low in fiber, and this is known as the "fiber gap."

Some of the well-known health benefits associated with fiber include:

- Improved regularity: Wheat bran fiber is the most studied, dating back almost 100 years. Bulking and transit time are tangible consumer experiences associated with digestive comfort.
- Decreased risk of certain diseases: The WHO states that the strength of evidence is convincing for obesity and probable for type 2 diabetes and cardiovascular disease.
- Increased gut flora health: Fiber plays a key role in influencing the gut microbiome as bacteria are highly specialized in their ability to directly utilize or indirectly cross-feed on non-digested dietary carbohydrates.

This has long been of interest to Kellogg. In 2014, Kellogg highlighted with sponsored health economic modeling that up to \$12.7 billion in U.S. healthcare savings for constipation alone could be realized if adults increased their fiber intake by 9 grams per day (i.e., up to dietary recommendations).<sup>14</sup>

### Our Approach

An opportune way to increase fiber in the diet is through the consumption of plants. Plant fiber is an excellent fuel for good bacteria in the gut and can be delivered through a range of diverse grains.

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<sup>14</sup> <https://www.bakeryandsnacks.com/Article/2014/04/23/Kellogg-study-Fiber-could-save-12.7bn-in-health-care>

Kellogg's legacy in delivering consumer-relevant and accessible fiber solutions can be traced to our founder, W.K. Kellogg, who realized the potential impact of fiber-rich grain foods as a better-for-you alternative to the breakfast options of that day. We have built a strong technical capability to deliver better health through diverse blends of fiber.

Kellogg believes that nourishing the gut through high fiber foods can have a transformational effect on how and what we eat. We are committed to investing in this space, building partnerships that will unlock the benefits of the gut microbiome for everyone through our food.

In the U.S.:

- 98% of the ingredients used in our portfolio come from plants.
- Over 50% of our cereal offerings provide at least a good source of fiber.
- Almost 70% of our plant-based protein products provide at least a good source of fiber.
- We have increased marketing efforts to drive awareness of our fiber-filled cereals, specifically *Kellogg's Raisin Bran*<sup>®</sup>, *All-Bran*<sup>®</sup> and *Frosted Mini-Wheats*<sup>®</sup>. In 2020 and 2021, our "Did You Know" marketing campaign focused on increasing awareness of the need for fiber as well as what foods can help provide fiber in the diet.

## Fruits, Vegetables, Nuts and Seeds

In our U.S. business, 98% of the ingredients we use come from plants. We believe in the importance of supporting a plant-based diet that includes grains, fruits, vegetables, nuts, seeds, beans and legumes. We believe that our foods can not only provide more plants within diets, but they also can be meal-building foods that play a key role in enabling food patterns, driving more fruit and vegetable consumption.

### Growing Plant-Based Protein

With *MorningStar Farms*<sup>®</sup>, Kellogg has one of the largest plant-based protein brands in the U.S., and it is focused on growth in this business. We believe enabling consumers to switch towards diets that are richer in plants will have beneficial impacts on the health of both people and planet.

### Inherent Ingredients and Dietary Patterns

*Kellogg's Raisin Bran*<sup>®</sup>, *Special K*<sup>®</sup> *Red Berries*, *Special K*<sup>®</sup> *Blueberry* and *Mini-Wheats*<sup>®</sup> *Bite Size Strawberry* cereals are some of our most popular and highest

selling foods and are great options to increase fiber intakes. In addition, cereals are also the number one food category to which fruit is added according to the 2021 Produce for Better Health State of the Plate report.<sup>15</sup> Our waffles and plant-based protein offerings also can be drivers of additional fruit or vegetables when consumed.

### Innovations and Marketing Activations

As part of the Childhood Wellbeing Promise, we recognized that our cereals have the potential to drive increased fruit intakes for kids.

In 2020, we increased marketing *Kellogg's® Rice Krispies®* cereal as we identified this as a key cereal to which children add fruit. Additionally, we have launched several new foods that are made with fruit or vegetables, including *Nutri-Grain®* Fruit and Veggie bars, which were introduced in 2021. We also encourage promotions with fruit through Kellogg's Family Rewards, the company's loyalty and incentive program.

### Acquisition

In October 2017, Kellogg acquired RXBar<sup>®16</sup>, then the fastest-growing nutrition bar brand in the U.S. This brand not only focuses on fruit as a plant-based foundation for their bars, but it has also recently launched cereals and bars, increasing plant-based options for consumers.

### Portion Sizes

Our intent at all times is to build trust through clear, fact-based information. We are committed to providing nutrition information in line with national regulations and guidance. We understand the importance of clear portion size information and are committed to including it on packaging.

### Portion Control

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 consumers manage their calorie intake.

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<sup>15</sup> <https://fruitsandveggies.org/state-of-the-plate/>

<sup>16</sup> <https://newsroom.kelloggcompany.com/2017-10-06-Kellogg-adds-RXBAR-fastest-growing-U-S-nutrition-bar-brand-to-wholesome-snacks-portfolio>

We offer many options in single-serve packs, allowing for portion control. The U.S. Kellogg portfolio has more than 120 single-serve options, which has increased by 15% between 2018-2020.

As part of our Childhood Wellbeing Promise, 66% of our snacks that we define as “Most Visible to Kids” across both salty and sweet offerings come in individual portion packs, with over 75% of those providing less than or equal to 150 calories. We will continue to report on the number of our foods with single-serve portion-controlled packaging and progress it within the Childhood Wellbeing Promise.

## **C. DELIVERING AFFORDABLE, ACCESSIBLE FOODS**

As part of our founder’s values, affordability and accessibility are essential for our communities to thrive and create positive eating patterns.

As our foods are available nationally in all leading retailers, we are in over 90% of American households. We believe this gives us a strong platform to build positive eating patterns that are both convenient and accessible.

We are committed through our Childhood Wellbeing Promise to improving the distribution of foods meeting KGNC for low-income/ food insecure households in the U.S. through annual innovation and continued support of programs to drive redemption. We are also focused on growing sales in WIC-only stores.

### Incentivizing Consumers

In the U.S., we use the [Kellogg’s Family Rewards](#) (KFR) loyalty and incentive program to help drive affordability and accessibility of our foods, as well as to create incentives for positive meal patterns. In 2021, we achieved that through various campaigns and programs, including:

- Sending coupons weekly across our portfolio and in line with the consumer’s interests
- Cereal and milk promotion which rewarded consumers with a rebate for free milk with qualifying purchase and receipt upload
- E-mail and coupon featuring effortless ways to go meatless on Fridays
- E-mail featuring innovations across all brands within the portfolio with coupons to support trial and adoption
- Extension of our “Did You Know?” cereal marketing campaign with email support for National Breakfast Week promoting a get-and-give giveaway featuring the high fiber combination of *Frosted Mini-Wheats*<sup>®</sup> and *Raisin Bran*<sup>®</sup> cereals



## Retailer Partnerships

We recognize that partnering with retailers can help increase our impact. According to Feeding America, 26% of Black households are food insecure compared to 11% of white households and 6/10 of the most food insecure counties in the U.S. are 60% Black. We worked closely with Dollar General to create a program focused on supporting Black female shoppers, focusing on increasing the availability of *Eggo*<sup>®</sup> waffles, which provide several key nutrients and meet our internal Kellogg Global Nutrition Criteria. Coupons, aisle signage and digital media increased our ability to reach Black consumers and help them reduce the “breakfast gap”, which was most pronounced for them and Hispanic consumers, per insights from Dollar General.

## Government Programs

Our strategy over the past three years has been to make our foods even more accessible within government feeding programs, including Supplemental Nutrition Assistance Program (SNAP) and WIC:

- We partnered with retailers when the funding and waivers within these programs increased during the COVID-19 pandemic.
- We have focused on increasing efforts within WIC as a long-term strategy to enable affordability.
- We have grown our sales within WIC Only stores for the past three years.
- In retail, we developed displays for WIC cereals and have improved our [Healthy Beginnings](#) website to help enable consumers to utilize our foods that meet WIC criteria.
- We have innovated at a higher rate than other cereal competitors within the program with annual innovation including the first organic offering in WIC with *Kashi*<sup>®</sup> *Honey Toasted* and *Kashi*<sup>®</sup> *Warm Cinnamon Toasted Organic Oat Cereals*.

In 2021, we reached 1.2 million women and children in WIC with *Kellogg's*<sup>®</sup> cereals. This was a 1% increase from 2020 due to an increase in program participation. We are committed to supporting this program to ensure our foods are affordable for all.

## Feeding Programs

We know that, without the National School Lunch Program, more than 30.4 million children would go hungry. Kellogg has been a strong supporter of the program and has focused on driving access year over year. A few examples below illustrate our commitment:

- Since 2020, through a partnership with No Kid Hungry, our Away From Home business donated \$100,000 in grant funding to 20 school districts across the country. This helped to offset costs associated with meal distribution and equipment needs, benefiting over 336,000 students enrolled in these districts.
- Our commitment to providing culinary applications for our products that meet both the needs of operators and preferences of students has allowed the U.S. business to develop more than 65 recipes specific to the K-12 nutritional requirements since 2019.
- Through our culinary inspirations for operators and commitment to exceeding USDA nutritional regulations, we demonstrated how our K-12 products can nourish students at meal occasions throughout their school day, providing operators with flexibility on menu options.

Additionally, we have reached over one hundred million people with our feeding programs, and we actively partner with retailers to unlock hunger programs in store. These include national promotions in partnership with respected non-profit partners such as No Kid Hungry and Feeding America. For example, we donated \$75,000 to support Albertsons' "Feed the Love" campaign in February 2022, which is part of their broader Nourishing Neighbors initiative. This equates to approximately 300,000 meals to feed those in need in the local areas where Albertsons operates.

## **D. RESPONSIBLE MARKETING POLICIES**

W.K. Kellogg set the tone for our continued commitment to protecting and promoting people's trust when he put his name on every food as a personal assurance of quality. Today, Kellogg is committed to marketing and communicating the quality of our foods and brands in responsible ways.

We are committed to supporting positive lifestyle behaviors such as maintaining a healthy body weight. We present our foods in the context of a balanced diet, which supports the company's approach to wellbeing.

Kellogg adheres to the International Chamber of Commerce (ICC) Advertising and Marketing Communications Code.<sup>17</sup> We are a signatory to multiple global, regional and country-specific marketing pledges.

Furthermore, we augment these principles with Kellogg-specific codes including the Kellogg Advertising Brand Safety Guidelines and our Worldwide Marketing

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<sup>17</sup> <https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/>

Communication Guidelines.<sup>18</sup> In the 2021 update of the latter, we strengthened our commitment to responsible advertising to all audiences, including children.

Kellogg's Internal Audit team makes a priority of auditing our media agencies regularly and queries the methods and processes that the agencies use to traffic and place advertising to children as well as those advertisements for our products that do not meet our KGNC standards.

## Promoting Healthy Food Patterns

Kellogg has set targets to grow both our cereal and plant-based protein business. We have launched marketing efforts to drive sales in these categories which encourage healthy eating patterns by 2025. Examples include:

- Adding *Rice Krispies*<sup>®</sup>—a cereal that is lower in sugar and over indexes with fruit—to our child portfolio mix.
- Running the “Did You Know” cereal campaign in 2020 and 2021 to promote cereals that deliver an excellent source of fiber, as well as those that are lower in sugar.
- Launching marketing campaigns supporting new plant-based protein offerings that have less fat and more positive nutritional attributes than their meat counterparts.

## Non-Commercial U.S. Nutrition Education Program

As part of the Childhood Wellbeing Promise, we vowed to help children embrace wellbeing. One of our goals is to increase the number of tools or educators we reach to drive education. Since initiating the promise, almost 10,000 instructors or tools have been created or used.

Kellogg's also includes in its commitments to provide only branded educational materials in schools after obtaining permission from schools and parents.<sup>19</sup>

Some examples of the tools include:

- Monthly calendar with menus, wellbeing and sustainability tips for school foodservice directors.
- Menu Explorers, a K-12 program with games and information about how plant-based proteins can round out a well-balanced diet. It provides greater visibility to plant-based proteins while engaging students in interactive programming.

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<sup>18</sup> <https://crreport.kelloggcompany.com/download/WWMCGs+Refresh+2021+final.pdf>

<sup>19</sup> <https://bbbprograms.org/programs/all-programs/cfbai/cfbai-faqs#school>

- Girl Scout Wellbeing Kit, a program that created 5,000 kits to provide wellbeing education opportunities for Girl Scouts so they can incorporate all aspects in daily activities at home—all while earning a badge.

In 2021, we reached over 1,000 pediatric professionals with wellbeing education for their clients promoting how to build positive breakfast meals, as well as driving awareness of foods within the WIC program. We continue to utilize our Healthy Beginnings website to educate WIC participants with new recipes and information to help them build stronger meal patterns.

## Responsible Marketing in and Near Schools

In the U.S., USDA regulation<sup>20</sup> prohibits the marketing of food in all schools that does not meet certain criteria. Kellogg Worldwide Marketing Communication Guidelines are more stringent than the USDA regulation, as they prohibit all advertising in elementary schools regardless of nutrition criteria.

For products that meet the nutrition criteria for marketing in secondary schools, the Kellogg Worldwide Marketing Communication Guidelines require that any marketing “will be subject to school rules and permission, and must relate to physical, societal or emotional wellbeing”.

We are further committed not to engage in marketing to children under 6, or in primary schools, early childhood education centers or children’s care service centers.

## **E. SUPPORTING HEALTHY DIETS AND NUTRITION PROGRAMS IN THE WORKFORCE**

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.

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<sup>20</sup> USDA’s Local School Wellness Policy rule published on July 2, 2016: <https://www.govinfo.gov/content/pkg/FR-2016-07-29/pdf/2016-17230.pdf>.

Kellogg 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.

## Total Health<sup>21</sup>

We are committed to supporting employee health and nutrition in the U.S. through our workforce nutrition program, which includes expected outcomes including reduced absenteeism, enhanced productivity, increase job satisfaction and lower rates of accidents and mistakes at work. Well-executed workplace nutrition and health programs support SDG2 (Sustainable Development Goal 2) (Zero Hunger), SDG3 (Good Health and Wellbeing), and SDG8 (Decent Work and Economic Growth).

Creating a culture where all colleagues feel supported and valued is paramount to our corporate mission. The ongoing COVID-19 pandemic has led to unique challenges, and we are striving to ensure the health, safety and general wellbeing of our colleagues.

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. My Total Health<sup>22</sup>, our global employee wellbeing framework, launched in 2019. It addresses physical, financial, social and emotional wellbeing to support our employee's personal goals including healthy foods at work and nutrition education.<sup>23</sup> Our company locations, including the U.S., now use the My Total Health framework to guide how they 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.

Kellogg partners with several organizations to support employee wellbeing. Our employees and their covered dependents enrolled in the Salaried & Non-Union

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<sup>21</sup> [https://s1.q4cdn.com/243145854/files/doc\\_downloads/2020/K\\_FY2020\\_Annual-Report.pdf](https://s1.q4cdn.com/243145854/files/doc_downloads/2020/K_FY2020_Annual-Report.pdf)

<sup>22</sup> <https://www.kelloggtotalhealth.com/public/welcome>

<sup>23</sup> <https://kelloggsblog.com/2022/02/kelloggs-expanded-mental-health-benefits-proves-people-are-its-heart-soul/>

PPO and HSA (Health Savings Account) Plans have access to programs to find the right care at the right time and fitness/nutrition coaching. Kellogg's Employee Assistance Program (EAP) is available to all employees and family members. The Workforce Nutrition Program is available to all U.S. employees. In 2020, between 50-74% of employees participated.

These U.S. partnerships reinforce Kellogg's commitment to supporting employee physical wellbeing and encouraging employee participation in nutrition and physical activity.

- Grand Rounds supports employee wellbeing by expertly guiding employees to medical providers and care tailored to individual needs. This service can assist an employee in finding a physician, specialist or a second opinion. Grand Rounds is accessible by phone or online and helps navigate the health care system by removing obstacles that prevent employees from getting recommended care.
- In the U.S., Sonic Boom helps employees reach their health goals using coaches who support them end-to-end from the development of personalized health goals and plans to recognize their success. Sonic Boom uses inspirational, fun nutrition and fitness challenges to keep Kellogg employees moving and inspired through its website or app. The online mechanism allows employees to track their health using several daily health trackers and see progress using personal devices such as a Fitbit, Garmin or Misfit device, or use the Strava or Google Fit apps.
- In 2020, Kellogg partnered with Livongo to help U.S. employees managing diabetes. 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.

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. Kellogg is a 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. Kellogg 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.

## Supporting Parents

Globally, we are committed to the wellbeing of our working parents. We offer competitive parental leaves across the world, have reserved locations<sup>24</sup> for mothers to breastfeed upon returning to work and allow allocated breaks for this purpose.

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 the needs of our diverse locations, including a dedicated parental coaching platform, 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 safely<sup>25</sup>, and business travel policies that enable parents to take a family member and baby under two on a business trip to ensure childcare.

As a company, we are continuously looking for ways to support our employees with benefits that make life easier. We understand that different employees have different needs, and we provide benefits to support employees at every life stage. For example, in 2019, we began providing our U.S. employees access to Applied Behavior Analysis Therapy and enhanced our benefits to support breastfeeding mothers. Applied Behavior Analysis (ABA) treatment is a psychological therapy that is commonly recommended for the treatment of autistic children age eight or younger. It gives employees access to a national network of accredited therapy providers specializing in ABA treatment for the 1 in 59 children identified with autism spectrum disorder according to estimates from Centers for Disease

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<sup>24</sup> All rooms have refrigerators, sanitation supplies and locking doors

<sup>25</sup> [www.milkstork.com/](http://www.milkstork.com/)

Control and Prevention's Autism and Developmental Disabilities Monitoring (ADDM) Network.

## Best Practice Through Partnerships

At Kellogg, 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.

Kellogg is a member of the Workforce Nutrition Alliance (WNA). As part of its membership and participation in this initiative, we will expand our workforce nutrition programs as part of this initiative by 2025. Through our membership, we will also support a collaborative effort to build a food system that promotes healthy diets and supports the nutrition pillar.

## **F. FOOD LABELLING**

Our commitment is to be transparent on the nutrition our foods provide and the role they play in healthy and sustainable dietary patterns.

We understand that people want clear and concise information about the foods they are eating so they can make the best choice for themselves and their family. We believe that nutrition labeling can enable people to make healthier and more sustainable choices. We are committed to transparency, through clear, science-based nutrition and ingredient information.

Kellogg was one of the first companies to place nutrition information on our foods in the early 1900s. We further pioneered Guideline Daily Amounts in the early 2000s to ensure that people would have information on calories, sugar, sodium and other nutrients in our foods in an accessible form. We believe that providing people with clear information and guidance can help them make more informed choices. We design our food labels to provide all information in accordance with local laws and regulations and comply with the Codex Alimentarius principles of labeling.

### Transparency

Our intent at all times is to build trust through clear fact-based information. We are committed to providing nutrition information in line with national regulations and guidance. This includes portion size information and percentage of daily



value on all key nutrients. We are committed to disclosing the nutrient content of our portfolio as part of the Global Reporting Initiative (GRI) and annual Kellogg corporate reporting.

## Front of Pack Labeling

Kellogg has shown its commitment to meaningful Front of Pack labels through our use of the voluntary [Facts Up Front program](#) in the U.S. While there is no recommended interpretive labeling scheme in place in the U.S., Kellogg is supportive of retailer programs like [Guiding Stars](#) and seeks out opportunities to partner with retailers on these point of purchase programs. Kellogg is committed to Front of Pack labeling and currently, over 80% of our foods carry front of pack nutrition labeling.

## Labeling Ingredients

We operate to internal standards for labeling ingredients such as whole grain, fruits and vegetables. These standards are based on guidance from the FDA and aligned to Dietary Guidelines of America (DGA) as it relates to food categories. Foods that meet these standards are considered eligible for communication to consumers, such as an on-pack claim.

## Online

As online shopping continues to grow, we are committed to providing information on our Kellogg websites and through the various online locations, people can purchase Kellogg foods. In the U.S., we currently utilize [SmartLabel](#) to fuel our digital platforms and are committed to providing full nutrition information for all our foods. This program helps create consistency for our consumers and is in line with other manufacturers.

## **G. ENGAGING WITH STAKEHOLDERS**

Kellogg Company's global wellbeing strategy, including its approach to nutrition and philanthropy, is led by its Senior Vice President, Global Research and Development, and Senior Vice President, Global Corporate Affairs, both of whom report to the company's Chairman and CEO. The strategy is aligned with the company's Deploy for Growth business strategy and ESG strategy and is reviewed by the Executive Committee, including Regional Presidents, and the Kellogg Company Board of Directors on a regular cadence.

Below is additional specific information about how Kellogg advances nutrition, health and wellbeing with external stakeholders.

## Trade Association Membership and Review

Kellogg Company's representation activity in the U.S. is led by the Vice President of Global Government Relations, with direct board reporting and oversight. An annual review of trade associations is undertaken, and the company collaborates with trade associations throughout the year to ensure alignment with their advocacy positions.

Kellogg is an active member of the Consumer Brands Association, National WIC Association and the Food Industry Association. These (501(c)(6)) organizations collaborate and help work on nutrition issues. Furthermore, Kellogg is a member of the Board of Directors for the Consumer Brands Association which is public.<sup>26</sup> Kellogg also files quarterly reports with the U.S. Congress on our lobbying activity and amounts spent. Those reports are publicly available and include amounts spent on contracted lobbyists.

## Policy Positions and Stakeholder Engagement

Kellogg has a long history of supporting evidence-based public health policies and is in favor of evidence-based policies which have a positive impact on the food system.

Marketing to Children:

- Kellogg is committed to responsibly marketing to children and has been a longstanding member of the CFBAI. In 2020 we supported the enhanced nutrition criteria<sup>27</sup>.

Micronutrients:

- Kellogg lodged a petition to the FDA on the use of Vitamin D in breakfast cereal and bars to request use, thereby closing the vitamin D shortfall in the US population.

Healthy Diets:

- We are in favor of a dietary pattern approach to improved nutrition. We provided comments to the Dietary Guidelines of America promoting the need for a food pattern approach to address malnutrition.

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<sup>26</sup> <https://consumerbrandsassociation.org/about-us/board-of-directors/>

<sup>27</sup> <https://bbbprograms.org/programs/all-programs/cfbai#:~:text=Under%20CFBAI%2C%20participants%20voluntarily%20commit,not%20advertise%20in%20elementary%20schools.>

Access and Nutrition Security:

- We are in favor of measures supporting improved nutrition access and security. We supported a recent panel discussion on NASEM WIC recommendations to help inform proposed updates to the USDA WIC program improving nutrition criteria. We also sponsored a discussion on public health with the FDA facilitated by Regan Udall to highlight new approaches to nutrition security.

Other:

- We support closing the fiber shortfall in U.S. diets and provided technical clarifications on regulatory change.
- We support updated school meals and school breakfast criteria.
- We are supportive of a science-based and uniform approach to front of pack nutrition labeling

Kellogg works in the spirit of partnership and engages a wide range of stakeholders in decisions related to our wellbeing strategy:

- Prior to the launch of the Childhood Wellbeing Promise, Kellogg spoke with pediatric dietitians, the American Heart Association, CFBAI and experts in food access.
- To elevate the need for food justice in Black communities, which are often disproportionately impacted by food insecurity due to systemic racism, Kellogg Company partnered with World Food Program USA in support of the mission of the United Nations World Food Program and Street Art for Mankind. Food justice and access was supported by our *Kashi*<sup>®</sup>, *Special K*<sup>®</sup>, *Eggo*<sup>®</sup> and *MorningStar Farms*<sup>®</sup> brands and guided by the Kellogg's African American Resource Group. These efforts help inspire advocates, connect allies and make change together.
- Our Kellogg Global Nutrition Criteria are informed by registered dietitians, as well as bodies such as CFBAI and IFBA. We also listened to the Access to Nutrition Index in updating our position.

## **H. KELLOGG GLOBAL NUTRITION CRITERIA**

Kellogg has developed nutrition criteria based on nutrition science and public health dietary recommendations to assess the role of our foods in eating patterns as part of a healthy diet. These criteria are used to inform food design and formulation while at the same time monitoring the performance of our foods. We

consider four principles when designing our foods: the amount of food consumed, the frequency at which it is eaten, the foods it is eaten with and the alternatives consumers may choose at that eating occasion.

## Principles

Kellogg operates in this area through 4 key guiding principles:

- We will act on science, adhering to the prevailing science and regulatory frameworks in which we operate.
- We are committed to working in partnerships. We believe action to address public health challenges will come through partnerships that drive healthier diets and behavior change.
- We offer choices across our portfolio, ensuring that consumers have options available to suit their dietary requirements.
- We are committed to transparency, about the ingredients, sustainability and nutrition content of our foods and the role they play in the diet so that consumers can make an informed choice.

## Kellogg Global Nutrition Criteria Development

The Kellogg Global Nutrition Criteria (KGNC) was first developed in 2007 as part of our Worldwide Marketing Communication Guidelines. In 2021, we updated our KGNC to apply to our practices beyond Marketing to Children.

As part of the review, we revisited the nutrition criteria given the latest science and dietary guidelines. We paid close attention to ensuring KGNC is within 10% tolerance of international benchmarks such as CFBAI<sup>28</sup> and IFBA.

Kellogg Global Nutrition Criteria now:

- Applies to all our global categories
- Includes components to encourage, as well as those nutrients to be limited
- Lowers our previous nutrition criteria on nutrients to limit

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

Kellogg Global Nutrition Criteria apply from January 1, 2022 and will be further reviewed by January 2024.

<sup>28</sup> <https://bbbprograms.org/programs/all-programs/cfbai/cfbainutritioncriteria>

## Dietary Patterns

We recognize that nutrient criteria are just one element of understanding the role of foods in the diet.

We are committed to going beyond nutrient criteria, focussing on the dietary patterns our foods drive and the frequency and amount in which they are consumed.

Further, we are passionate about understanding consumer behavior, the alternatives people are consuming and why they are making those choices. Consumer behavior and habits are the key to unlocking positive dietary changes.

We believe that healthy eating patterns should not come at the expense of a healthy planet. Our growing population, towards 10 billion by 2050, will put pressure on our planet and it is clear that animal-based foods have higher impacts on the environment including carbon, land and water use. We must encourage dietary shifts towards grains and other plant-based foods to feed the world in a sustainable and healthful manner.

## Kellogg Global Dietary Guidelines (KGNC)

Based on recommendations for dietary intakes issued by authorities such as the World Health Organization, the dietary reference intakes published by the U.S. Institute of Medicine and the European Food Safety Authority, Kellogg has agreed on standardized global dietary guidelines.

Energy (kcal)	Total Sugar	Added Sugar	Total Fat	Saturated Fat	Sodium	Fiber	Protein
2000	90g	50g	67g	22g	2000mg	25g	50g

## Categorization

KGNC establishes a specific set of assessment criteria for each food category. This recognizes the roles different categories typically play in the overall diet.

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

## KELLOGG GLOBAL NUTRITION CRITERIA

	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

\*Thresholds apply to food as reconstituted, ready for consumption following manufacturer's instructions.

### Definitions

- “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.

## Progress Reporting

Kellogg Global Nutrition Criteria					
	Breakfast Cereal	Savory Snacks	Cereal Bars	Plant Based Meat Alternatives	Frozen Breakfast
% Foods meeting KGNC	57%	22%	33%	89%	80%
% Foods free from industrial trans fat	100%	100%	100%	100%	100%
% Foods meeting KGNC for sugar	82%	88%	79%	97%	97%
% Foods meeting KGNC for saturated fat	96%	53%	78%	100%	92%
% Foods meeting KGNC for sodium	96%	63%	95%	97%	97%
% Foods containing fiber	57%	N/A	18%	71%	28%
% Foods containing micronutrient	67%	N/A	31%	N/A	80%
% Foods meeting smart snacks	84% of total K-12 portfolio meets Smart Snack requirements <sup>29</sup>				

<sup>29</sup> includes those with entrée exemptions

Aspirational Targets		
Food Formulation		Status
	Nourish 1 billion people with our foods by 2030	684m
Sodium	IFBA sodium reduction targets for sodium from a 2020 baseline to 2025& 2030 <sup>30</sup>	In Progress
Saturated Fat	95% of our foods provide less than 20% of the daily value by end 2022 from a 2020 baseline	On track
Sugar	70% of cereals most visible to kids have 35g or less per 100g by 2025 from a 2020 baseline	60%
FVNL	5% increase in sales of Morning Star Farms, RXBAR and Pure Organic by 2025 from 2021	In progress
Fiber & Wholegrain	Ensure 70% of our cereals have 8g wholegrain per serve by end 2022 Over 3 billion servings of fiber delivered in 2021	On track Delivered
Portion size	Encourage smarter snacking through 15% more portion-controlled offerings by end 2022 from 2018	On track (120 single serve options)
Food Labelling		
Front of Pack	Provide nutrition information on the Front of Pack	More than 80%
Online	Provide nutrition information online for all our foods	100%
Childhood Wellbeing Promise		
	Improve access to nourishing, affordable, sustainable foods <sup>31</sup> Increase reach to children through WIC by 1% by 2025	800K children reached through WIC and annual WIC innovation
	Ensure that more than 50% of our “most visible to children” portfolio meets our KGNC by end 2022 from 2020 baseline	On track

<sup>30</sup> <https://ifballiance.org/publications/ifba-global-sodium-reduction-commitment/>

<sup>31</sup> Includes both our foods and our marketing efforts



	Motivate kids to embrace wellbeing and physical activity	2.6M children directly impacted
Access and Affordability through Women Infant Children (WIC) Program		
	Innovation distributed across all states and all retailers	Annual Program
	At least 2 additional new offerings for the program annually	Initiated in 2019 Met goal each year and on track for 2022
	Grow 1% within WIC only stores by 2023	On track
	5% increase in Kellogg cereal share in WIC by 2025	In progress
Kellogg Global Nutrition Criteria Review		
	Further review our Kellogg Global Nutrition Criteria by 2024	N/A