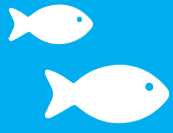


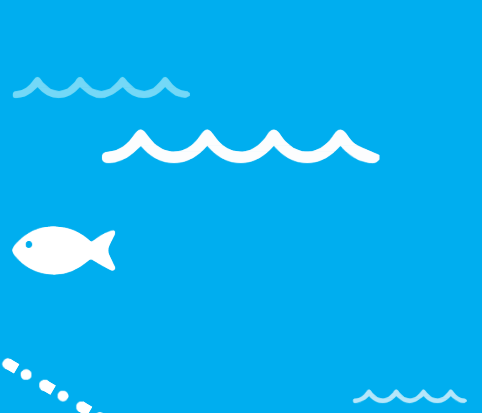
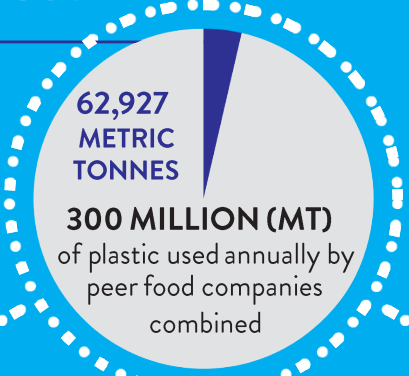


# Doing Our Part to Support a Circular Plastic Economy

BY 2050, THERE COULD BE MORE PLASTIC THAN FISH IN THE WORLD'S OCEANS!<sup>1</sup> At Kellogg, we're committed to following the principles of the circular economy by excluding, reducing and replacing plastic, as well as building external partnerships to ensure more plastic can be recycled after use.



**KELLOGG COMPANY** has one of the smallest plastic packaging footprints among peer food companies.<sup>2</sup>



**100%**  
of our timber-based packaging comes from low risk, certified-sustainable or recycled sources

All of our bag-in-box cereals and Cheez-It® bag-in-box snacks are **100% RECYCLABLE** (box and liner)

**76%** of our packaging is recyclable globally

## Our Goal

# 100% REUSABLE, RECYCLABLE OR COMPOSTABLE PACKAGING BY THE END OF 2025

SOME EXAMPLES OF OUR PROGRESS:

### EXCLUDE:



*We eliminated*

single-use foam, plastic straws and plastic water bottles from our facilities globally, diverting

**2 MILLION** pieces of plastic utensils,

**105,000** plastic straws and

**110,000** plastic bottles from landfills every year in Illinois & Michigan alone.



### REDUCE:

*We're reducing*

the thickness in some of our cereal packaging by 17% in the U.S. and decreasing our plastic packaging by **87,000 kilograms**, equal to nearly **9 MILLION BAG-IN-BOX LINERS FROM OUR SUPPLY CHAIN ANNUALLY**



### REDESIGN:

*We launched*

the 1st fully recyclable pouch for granolas in the U.S., available for drop-off at more than **18,000** stores nation-wide.



### REDUCE:

*We changed*

our Morningstar Farms® line to re-sealable bag packaging, reducing case packaging material weight by **38%**.



## - Innovating for the Future -

“We’re hard at work testing and learning out loud. This means researching, collaborating with partners and piloting new approaches to keeping our foods safe and fresh while also protecting the planet.”

– Nigel Hughes, DPhil., Kellogg Company Senior Vice President, Research Quality, Nutrition and Technology

<sup>1</sup>World Economic Forum (2016) *The New Plastics Economy, Rethinking the Future of Plastics* report

<sup>2</sup>Kellogg global plastic packaging volume: 62,927 Metric Tonnes; comparison to packaged goods companies that voluntarily reported plastic packaging volume in the New Plastics Economy Global Commitment June 2019 Report; <10 billion annual revenue.