

Research shows that eating a diverse plant-based diet can have a positive impact on the health of people and the planet.<sup>1</sup>

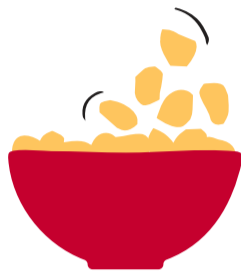
## A PLANT-DIVERSE DIET...

### Supports Physical & Emotional Wellbeing

Consumers seek to explore and enjoy a variety of grains, fruits, vegetables, nuts and legumes that can also help provide nutrients like fiber, protein, vitamins and minerals.

### 100% OF OUR CEREALS

CONTAIN AT LEAST ONE NUTRIENT OF NEED (FIBER, PROTEIN, MICRONUTRIENTS)



MORNINGSTAR FARMS® SPICY BLACK BEAN BURGERS CONTAIN

69% LESS FAT THAN REGULAR GROUND BEEF<sup>2</sup>

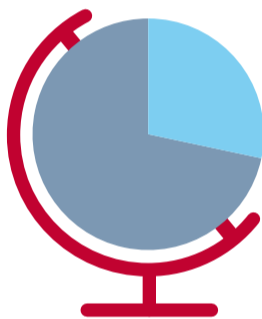


### Is More Environmentally Friendly,

requiring less land and water to produce.

CHOOSING A VEGGIE MEAL OVER ONE WITH MEAT ONCE A WEEK FOR A YEAR COULD SAVE ENOUGH WATER FOR

MORE THAN 200 SHOWERS<sup>3</sup> 



WHEN ADULTS CONSUME A MEATLESS MEAL VS. A MEAT-CONTAINING MEAL THERE IS ON AVERAGE A

40% LESS IMPACT ON THE ENVIRONMENT<sup>3</sup>

**86%** OF OUR COMPANY'S PORTFOLIO IS PLANT-BASED, INCLUDING OUR CEREALS, SNACKS & MEAT ALTERNATIVES.

**THIS MAKES US A LEADING GLOBAL PLANT-BASED FOOD COMPANY.**

### Innovating to Benefit People & Planet Worldwide



In the U.S., Morningstar Farms® Mediterranean Chickpea Burgers contain chickpeas, spinach, roma tomatoes and traditional Greek herbs and spices.



In India, Kellogg's® Ragi Chocos are made with the local, resilient grain ragi, known for its rich nutrient value.



In Latin America, Kellogg's® Nutri-Grain Bars®, Kellogg's Special K® and Kellogg's Granos Ancestrales® include the ancient grain amaranth, which is rich in protein and fiber.



In Europe, W.K. Kellogg's® Raspberry Apple Carrot Granola is made with carrots, barley, oats, rye, apples, bananas and raspberries.

<sup>1</sup> Eat Forum (2019) [Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems.](#)

<sup>2</sup> Regular ground beef contains 15g total fat per serving (67g). MSF Spicy Black Bean Burgers contain 4.5g total fat per serving (67g).

<sup>3</sup> 2016 Comparative [https://www.morningstarfarms.com/content/dam/NorthAmerica/morningstarfarms/pdf/MSFPlantBasedLCARreport\\_2016-04-10\\_Final.pdf](https://www.morningstarfarms.com/content/dam/NorthAmerica/morningstarfarms/pdf/MSFPlantBasedLCARreport_2016-04-10_Final.pdf) Life Cycle Assessment of Plant-Based Foods and Meat Foods Summary, Quantis & MorningStar Farms.