

OVERVIEW

Our Commitments

Kellogg Company is devoted to producing great-tasting foods that people love, and to operating all aspects of our business safely and responsibly. This report highlights our efforts in a variety of key areas of our business, such as nutrition, supplier and workplace diversity, workplace safety, employee engagement and philanthropy, among many others.

In addition to our ongoing work in these essential areas, we have made specific commitments regarding several aspects of corporate responsibility and sustainability, as follows:

Operating an Ethical Company

We are committed to operating in accordance with our *K Values*[™] and our Global Code of Ethics, as discussed on the Living Our Values page.

Sourcing Responsibly

We are committed to maintaining an ethical and transparent supply chain free of forced labor, including slavery and human trafficking. This commitment is discussed on our corporate website, as well as in the Responsible Sourcing and Labor Standards sections of this report.

Environmental Progress in Our Own Operations

We have set environmental goals to reduce our energy use, greenhouse gas emissions and water use (per metric tonne of food produced) by 15 to 20 percent from 2005 to 2015, and to decrease waste sent to landfill (per metric tonne of food produced) by 20 percent from 2009 to 2015. (We set this waste goal after achieving an initial 41.5 percent reduction in this waste metric from 2005 to 2009.) The Environment section of this report describes our progress toward these goals.

Promoting Sustainable Agriculture

As a responsible food company, we know that our most significant environmental impacts occur in our agricultural supply chain. We are thus committed to helping minimize the environmental impacts of agricultural production, assisting the agricultural sector in being more sustainable, and promoting and supporting sustainable growing practices. The Sustainable Agriculture section details some of our specific efforts.

Continuously Improving the Sustainability of Our Packaging

We are committed to ensuring that our packaging is effective in protecting our foods while minimizing the materials used. We utilize a sustainable packaging framework that focuses on improving performance in three key areas: the package-to-food ratio, percent recycled material content and percent materials that are commonly recoverable. See the Sustainable Packaging section for information on our recent efforts.

Helping to End Deforestation Globally

The Consumer Goods Forum (CGF) pledged in late 2010 to mobilize its collective resources to help achieve zero net deforestation by 2020. As a member of the CGF, we support this commitment. In particular, we are taking the following actions on commodities we purchase that are or can be sourced from areas of tropical deforestation:

- **Palm Oil:** Although Kellogg is not a large buyer of palm oil, we have been committed to responsibly sourcing palm oil since 2009. In fact, all of the palm oil we use today is 100 percent sourced through a combination of GreenPalm certificates, mass balance and segregated supply. Kellogg is a member of the Roundtable on Sustainable Palm Oil, a multi-stakeholder organization, and 100 percent of the palm oil we use comes from suppliers who are also members of the Roundtable on Sustainable Palm Oil. We are committed to the protection of forests, biodiversity and peat lands, to minimizing the carbon footprint of our palm oil supply chain, and to respecting human rights including no forced or child labor, slavery or human trafficking. We will continue to work with our suppliers to achieve 100 percent traceable sources of palm oil that are economically viable,

OVERVIEW

Our Commitments, cont.

environmentally appropriate and socially beneficial, and meet the above commitments. See the Palm Oil page for more information.

- **Forest and Paper Products:** The first cereal box we produced more than 100 years ago was made using recycled cardboard, and we remain committed to the sustainable use of forest products. In 2012, 84 percent of our food cartons globally were made from recycled fiber content, and 48 percent of the corrugated material we use globally to transport our products are made from recycled content. Of the forest product-based packaging material we use that is not recycled, more than 99 percent is made from certified sustainably grown virgin fiber. This material is certified either through the Sustainable Forestry Initiative or the Forest Stewardship Council. We are committed to having 100 percent of our virgin stock certified sustainably grown by the end of 2013.
- **Soy:** We do not purchase soy products from tropical deforested regions. Instead, we purchase soy almost exclusively from the U.S., with some supply for our Latin American operations sourced from Argentina. We remain committed to this sourcing strategy to ensure our soy is not from deforested lands.

Helping to Decrease Greenhouse Gas Emissions from Refrigeration

CGF members also pledged in 2010 to take action regarding refrigerants, which are a significant and growing source of greenhouse gas emissions and are extremely more potent than carbon dioxide. We are thus committed to the use of sustainable refrigerants. Kellogg Company's six frozen foods manufacturing plants, all of which are in the U.S., use ammonia in their large-scale refrigeration systems. Ammonia is a natural refrigerant and is not a greenhouse gas.

Responsible Product Marketing

We are committed to the responsible marketing and communication of our products to help shoppers make informed choices about the foods they enjoy. Our Worldwide Marketing and Communication Guidelines provide a consistent global framework for responsible marketing practices. Also, we abide by numerous voluntary pledges in countries around the world regarding the nutrition composition of foods that are responsibly marketed to children. Since Jan. 1, 2009, we have not marketed to children under age 12 those products that do not meet our Kellogg Global Nutrient Criteria. Kellogg does not market any products to children under 6 years old.

Nutrition Education

We are committed to educating consumers about nutrition, enabling them to make informed choices that meet their dietary needs. These concepts are core to our Kellogg Company Nutrition Policy, which we review annually to ensure we communicate nutrition information with transparency and openness. Also, in 2012 we launched a new website for health care professionals, www.kelloggsnutrition.com, to give health care professionals across the world access to the latest research, information and tools.

Reducing Hunger

We have committed to providing 1 billion cereal and snack servings¹ – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. This commitment is part of our new corporate philanthropy initiative, launched in early 2013 and called *Breakfasts for Better Days™*.

¹A serving is approximately 1 ounce.