

Your Farm, Their Food



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Sharing the Farmer & Food Journey Story - On Pack



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Kellogg's



Newton Ruess, looking out on his Transitional field in Eastern Wyoming.



Taken during a break from harvesting these yummy sweet potatoes.



Richard Gemperle standing in his Transitional almond orchard in Central California.

This cereal is not organic.

But hang on. That's the point.

The truth is, less than 1% of farmland in the US is certified organic and transitioning conventional farmland to organic is difficult. Farmers like Newton (pictured above) often want to do what they have to implement more costly methods for at least three years to become certified. And while that's good for all of us, it means farmers don't see a

return on their investment immediately, and they may be less motivated to make the change.

So, let's do something about it. The Kashi Transitional Farms Initiative was created so together we can help farmers like Newton transition their farmland. During Newton's three-year conversion process, we're buying some of his transitional grains—which are certified by Quality Assurance International to



Look for the mark of the movement.

ensure they are growing using sustainable practices that avoid genetically modified seed and synthetic pesticides or fertilizers. And we use them to make this cereal.

Our hope is to convert more acreage every year—which is why our Certified Transitional cereals will always be made with transitional grains. The more we do, the more secure, the more farmers we can help to make a difference together. Thanks for joining us.

Visit KashiStories.com to learn about how you can support the Transitional movement and keep the good farms feeding.

Meet Mike

We like to imagine that's the smile that crossed his face when he found out he'd be supplying organic sweet potatoes from his farm in Sims, North Carolina for this cereal. It was a bit of a crazy idea, but Mike had a hunch.

Because the truth is, sweet potatoes may not exactly be the first ingredient you think of when breakfast comes your

mind. And that's precisely what we like about them. They have a whole roster of great nutritional benefits, and we wanted to give them a little more breakfast love. So we decided to hug 'em with cinnamon and kiss 'em

...organic sweet potatoes from his farm in Sims, North Carolina...

with sweetness and make a delicious organic flake.

So as we continue our plant-powered mission to bring more good stuff to your bowl, we hope it makes you smile as big as Mike's. Or as close to smiling as you can get between all those yummy bites.

Visit KashiStories.com to watch a video of Mike sharing us around his stomping grounds.

These bars are not organic.

But hang on. That's the point.

They're Certified Transitional, an initiative we helped create to support farmers transitioning their conventional farmland to organic. Why do they need support? Well, farmers have to go through a three-year transition period to be able to apply for USDA Organic Certification. That's three

years of implementing organic practices on their land without a return on their investment immediately, so they're less motivated to make the change.

So to source the almond butter in these delicious bars, we called our friend Richard



Look for the mark of the movement.

who lives just north of us in Turlock, California. Richard is a second-generation almond farmer who believes that having healthy soil is better for the earth today and in the future. And when you buy these bars, you're helping to support Richard and all the transitional farmers who are nurturing a better tomorrow by moving food forward one acre at a time.

Visit KashiStories.com to learn how you can help change the food system.

Promoting our Farmer Programs

Kellogg's



Promoting our Farmer Programs



Kellogg's comprará maíz amarillo a productores sinaloenses

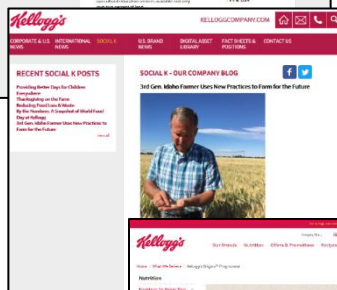


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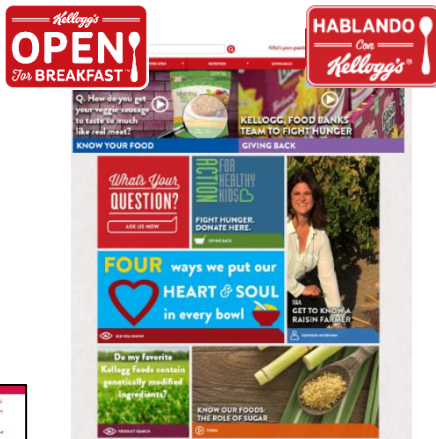
Culliacán, Sin.- El Vergel, Navolato, Sinaloa, a 30 de mayo de 2017 - Para incentivar la adopción de nuevas prácticas de labranza de conservación para el cultivo de maíz, propuestas por CIMMYT, más amigables con el medio ambiente, la empresa internacional Kellogg's formalizó una alianza con Sacsa para comprar ese maíz amarillo que se produzca con estas nuevas técnicas que reducen en un 40 por ciento el uso de nitrógeno menor utilización de agua.

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GENERAL MILLS

Catherine Gunsbury
Director, Sustainability and Transparency

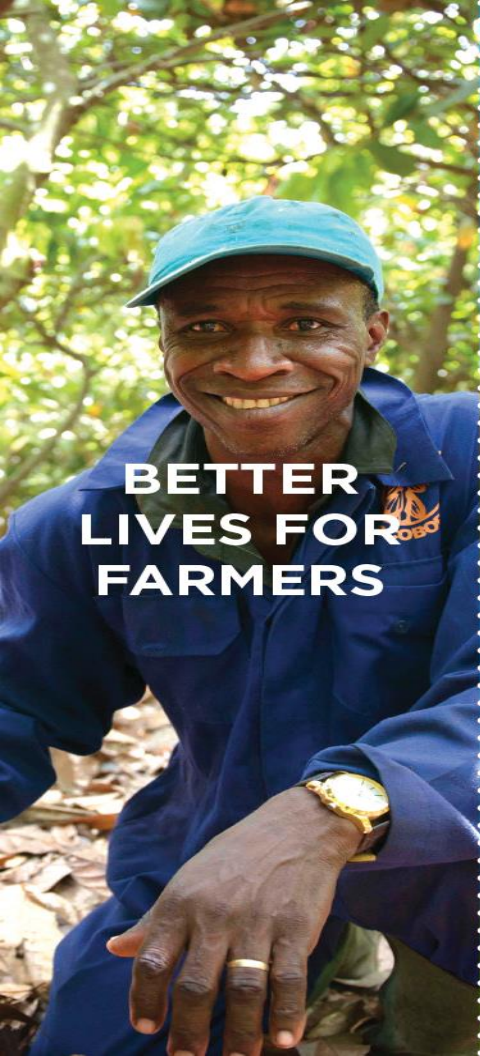
Our Brands



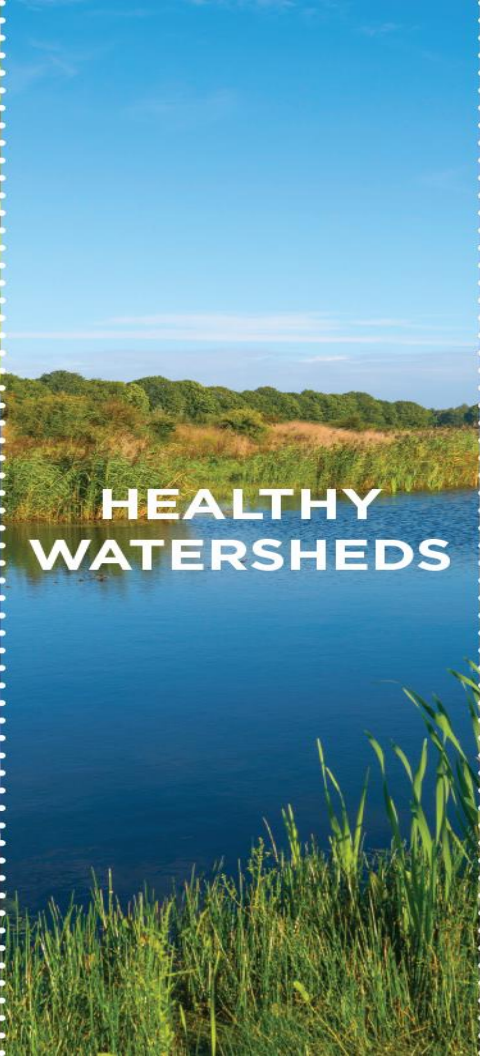
Our Focus: Purpose Driven Growth



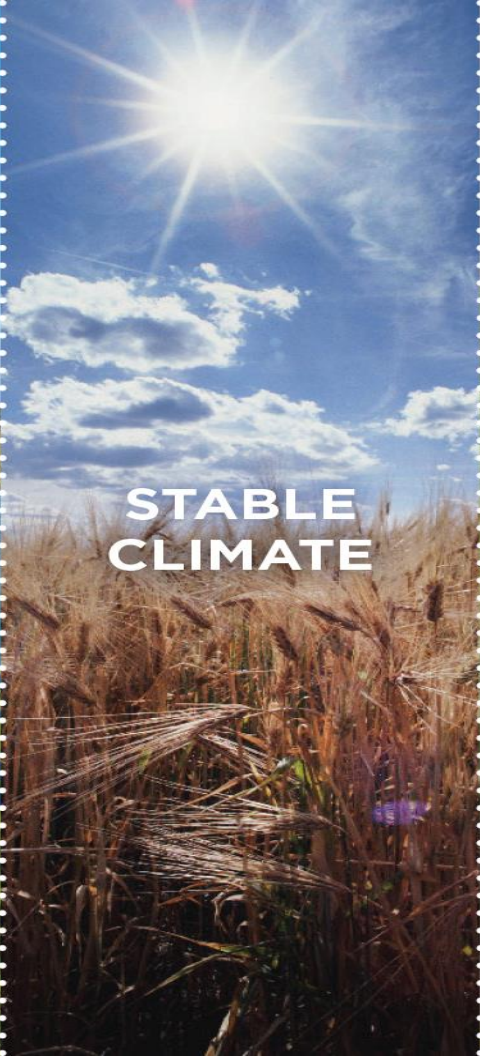
Treat the
WORLD
with CARE.



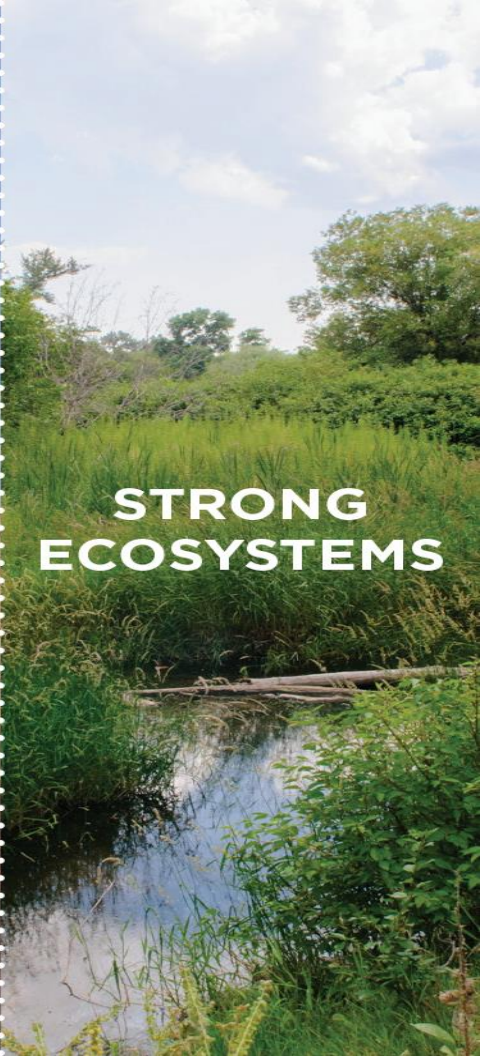
**BETTER
LIVES FOR
FARMERS**



**HEALTHY
WATERSHEDS**



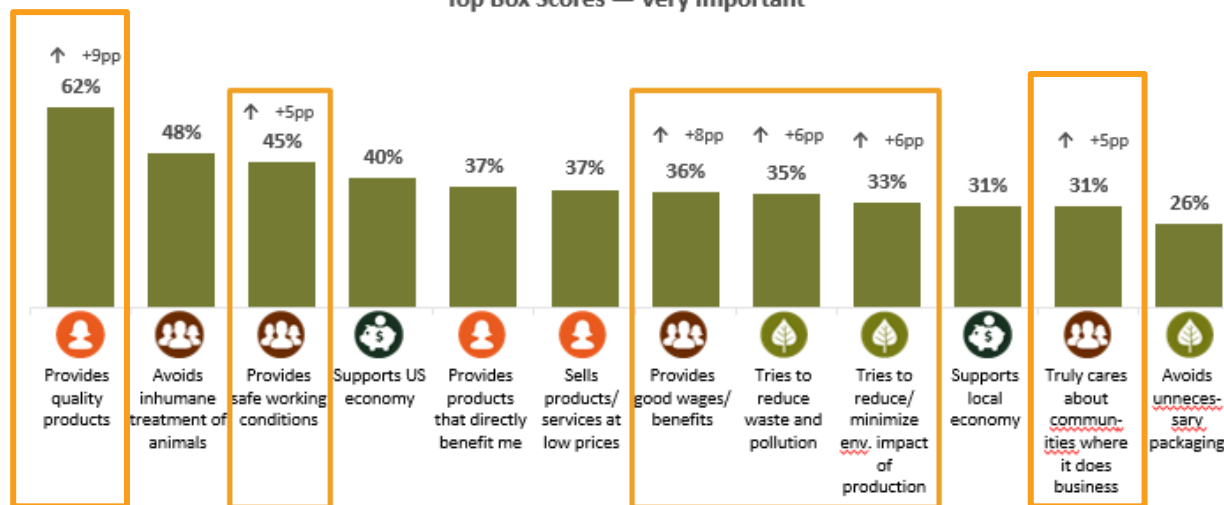
**STABLE
CLIMATE**



**STRONG
ECOSYSTEMS**

Labor and employment issues, pollution and waste have become more important to consumers in the past 5 years

Importance of Company Practice/Policies in Purchasing Decisions
Top Box Scores — Very Important



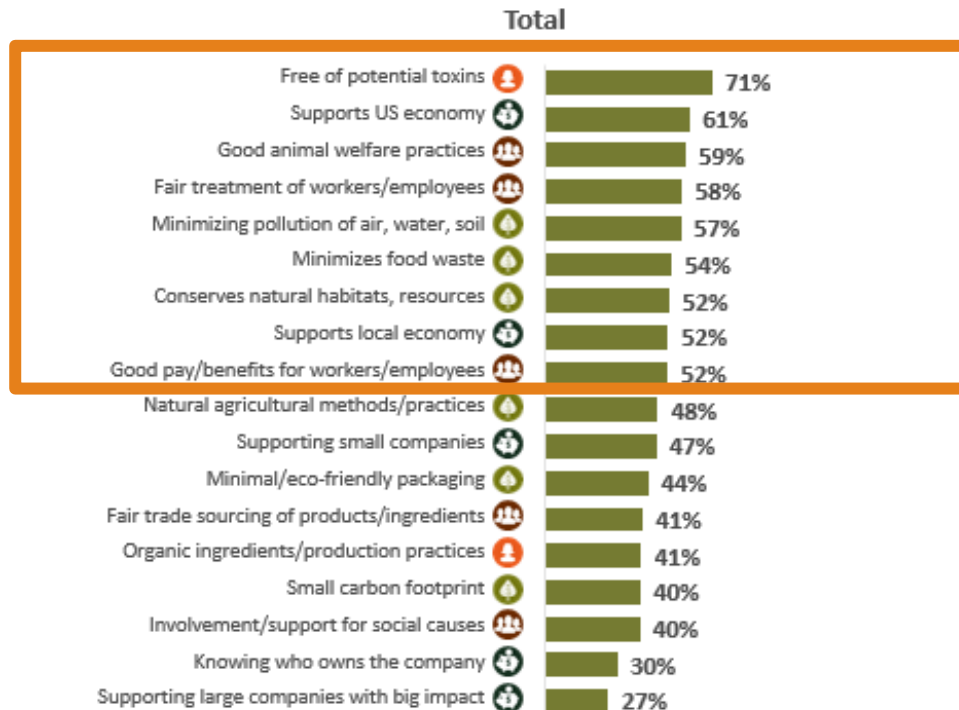
4-year trend from 2013; Base: Total aged 18-69 – 2013 (n=1841); 2017 (n=1456)

SUST2017. Q11. When deciding which product/service to purchase, how important is it that THE COMPANY that produces the product/service do the following? Base: Total (n=1500).

Top Sustainability Attributes include Toxin-Free, Animal Welfare, Minimizing Pollution and Waste, Resource Conservation and Fair Employment Practices

Importance of Sustainability in Food and Beverage Purchasing

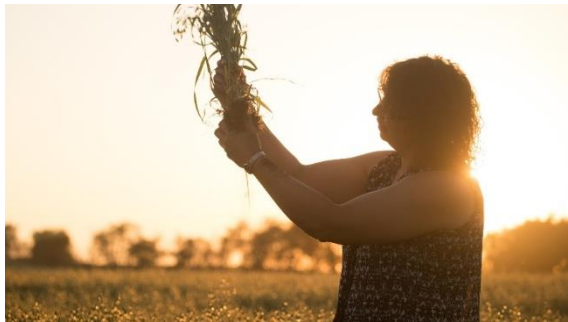
Top 2 Box — 4 or 5 (very important) on 5pt scale



- More engaged consumers value sustainable food/beverage attributes more, as do Millennials and women.

Capital letters indicate statistically significant differences among the indicated groups at the 95% confidence level.

SUST2017. Q43A_1. For each attribute below, how important is it to you when deciding which FOOD AND BEVERAGES to purchase? Base: Total (n=1500); Core (n=203); Inner Mid-level (n=449); Outer Mid-level (n=436); Periphery (n=228); Millennials (n=546); Gen X (n=369); Boomers (n=529); Men (n=703); Women (n=790).



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