

# Kellogg Company

## Breakfasts for Better Days™ Methodology

Updated: January 2018

Since launching its [Breakfasts for Better Days purpose platform in 2013](#), Kellogg Company has helped provide more than 2 billion servings of food to people in need, exceeding its original milestone to provide 1 billion servings by the end of 2016. The company has also supported the [livelihoods of thousands of farmers around the world](#), including smallholders and women.

In October 2016, Kellogg announced new *Breakfasts for Better Days* commitments focused on fighting hunger and feeding potential, creating 3 billion Better Days for people around the world by 2025. These commitments seek to ensure that Kellogg – as a global food company – is doing its part to address food security, with enough food for everyone in a world with a growing population and increasingly limited natural resources. Kellogg will use its leadership voice, as well as its work with partners on the ground, to help achieve the Sustainable Development Goals, and in particular, Goal 2 to end hunger, achieve food security and improved nutrition, address malnutrition and promote sustainable agriculture.

The company's five key commitments through its second generation of *Breakfasts for Better Days* include:

1. **Donating food to people in need**, including 2.5 billion servings of food in partnerships with hundreds of food banks across five continents;
2. **Expanding feeding and nutrition education programs** so that 2 million children worldwide can reach their full potential;
3. **Supporting 500,000 farmers, their families and communities** with Climate Smart Agriculture practices to increase yields, improve climate resiliency and reduce post-harvest food loss and food waste;
4. **Committing to 45,000 volunteer days by Kellogg employees** at their local community food banks, community farms and breakfast programs; and
5. **Engaging 300 million people** to join Kellogg in its efforts to address food security, through Kellogg commercial promotions, engagement online and social media participation.

Because each of these key commitments focuses on people and the role Kellogg can play to help improve lives in support of food security, our goal is for the key metrics described above to collectively equal 3 billion Better Days for people across the world by 2025. Details describing Kellogg Company's methodology for tracking each of these five commitments comprising the goal is outlined below. Kellogg will report on its progress against these commitments in its annual global Corporate Responsibility Report published on [www.kelloggcompany.com](http://www.kelloggcompany.com). This work is also reflected within our commitment to take action to help achieve Zero Hunger within the Zero Hunger Challenge, and is aligned to our work as members of the U.N. Global Compact.

### #1 FOOD DONATIONS

Through *Breakfasts for Better Days*, Kellogg will seek to provide 2.5 billion servings of food in partnerships with hundreds of food banks across five continents. The goal of 2.5 billion servings is based on an approximate serving size of 1 ounce (28 grams), which is the normal serving size volume based on the average weight of our food. The company will translate this measure as one serving of food

contributing to one Better Day for someone in need. To determine the number of servings donated, the company tracks pounds of food donated to food banks. The following calculation is then applied:

$$\text{Pounds of Food} \times 16 \text{ (Ounces in a Pound)} = \text{Number of Servings Provided}$$

The company and its charitable funds may also make monetary donations to food banks or meal programs to provide food. In these instances, the number of servings secured and distributed through these donations are reported to Kellogg, and added to our total number of servings donated.

In addition to food donated by the company, Kellogg employees also regularly engage in food drives and similar activities whereby food is donated to local food banks. In this instance, the pounds of food donated is also tracked, and the number of servings is calculated using the formula above.

## **#2 FEEDING & NUTRITION EDUCATION PROGRAMS**

Kellogg is committed to expanding feeding and nutrition education programs so that 2 million children worldwide can reach their full potential. The company will translate this measure as one child reached through these programs equaling one Better Day.

This includes supporting and growing breakfast programs worldwide, such as in Australia, Brazil, Canada, Colombia, Egypt, Russia, South Africa, the U.K. and other countries, as well as expanding participation in U.S. school breakfast programs. Together with our partners, Kellogg will track the number of children participating in the school breakfast programs or other feeding programs it supports, either through monetary or food donations. It also includes providing customized nutrition workshops and digital programs to educate and empower children in need on improved nutrition, including addressing malnutrition and nutrient deficiencies.

## **#3 SUPPORTING FARMERS**

As part of our sustainability commitments, in 2015 Kellogg committed to supporting 500,000 farmers, their families and communities with Climate Smart Agriculture practices to increase yields, improve climate resiliency and reduce post-harvest food loss and food waste by 2030. Now, as part of our new *Breakfasts for Better Days* commitments, Kellogg is seeking to accelerate and deliver this goal by 2025.

Kellogg partners with a variety of suppliers, NGOs, research groups and others to provide training and/or technical assistance which contributes to improved yields, incomes and climate resiliency, including improving Climate Smart Agricultural practices. The type of support and resources convened are dependent on specific needs of crops, locations and farmers. Climate Smart Agriculture is defined as agricultural practices which result in:

- Increased Yields,
- Increased Climate Resiliency, and/or
- Reduced GHG emissions

Kellogg tracks and reports the numbers of farmers engaged by participation in training, receipt of technical assistance or inputs, or receipt of funding to help change agricultural practices. The company will translate this measure as these types of support to one farmer equaling one Better Day.

#### **#4 EMPLOYEE VOLUNTEERISM**

Living the values of its founder, W.K. Kellogg, Kellogg employees have long been passionate about donating their time and talents to support the communities where they live and work. By 2025, Kellogg is committing to 45,000 volunteer days by Kellogg employees at their local community food banks, community farms and breakfast programs. The company will translate this measure by tracking volunteer activities that support fighting hunger or feeding potential, with two hours of volunteer time equaling one Better Day for those benefitting from the volunteer activity.

#### **#5 ENGAGING PEOPLE**

Kellogg recognizes addressing food security is something that cannot be achieved alone. And so, the company will seek to engage 300 million people to join its efforts to fight hunger and feed potential through Kellogg commercial promotions, engagement online and social media and participation in other activities. This may include:

- Consumer-led donation triggers such as an on-pack mechanic where the purchase of Kellogg Company foods drives a donation of food.
- Engagement and online advocacy via Kellogg's websites, social media site and other online platforms.
- Leveraging existing loyalty programs, such as Kellogg's Family Rewards, enabling consumers to take action.
- Engagement with influencers, government officials and other key stakeholders through speaking engagements, industry events and other meetings.

Those that take action expressing commitment to join Kellogg in its journey to fight hunger and feed potential will be counted toward engaging 300 million people and the overarching goal of providing 3 billion Better Days by 2025.

In summary, the following measures equal one Better Day:

- 1 serving of food (1 ounce), which may include any of the following:
  - Kellogg food donated by pound, converted to ounces, multiplied by 16
  - Food bank servings secured and distributed through funding
  - Food donated by Kellogg employees by pound, converted to ounces, multiplied by 16
- 1 child educated or fed through training and meal programs supported by Kellogg.
- 1 farmer supported through training, receipt of technical assistance or inputs, or receipt of funding to help change agricultural practices supported by Kellogg.
- 2 hours of employee volunteer time in support of activities that fight hunger or feed potential, including at local community food banks, community farms and breakfast programs.

- Actions taken to support Kellogg in its journey to fight hunger and feed potential, such as purchasing food to trigger a donation of food to someone in need or active engagement via Kellogg's websites or social media platforms.

Collectively, the company will track these measures to fulfill its commitment to provide 3 Billion Better Days to people around the world by 2025, through *Breakfasts for Better Days*.