

Kellogg Moves to Responsibly Sourced Corn for Kellogg's Corn Flakes® Sold in Europe

Corn Supply Chain Audited to Ensure it Meets Responsible Sourcing Criteria

BATTLE CREEK, Mich., April 22, 2019 /[PRNewswire](#)/ -- In recognition of Earth Day, we at Kellogg are celebrating an important milestone on our sustainability journey: our move to using responsibly sourced corn for all *Kellogg's Corn Flakes®* sold in Europe. This means that it's produced with corn grown and harvested in accordance with environmental and social best practices.

Increasing transparency with first sustainability on pack message

We know that people are interested in understanding how their foods are made and want reassurance that it's not only delicious, but that it also is made responsibly. That's why for the first time, we are sharing this exciting news in a very prominent way. The message 'Responsibly Sourced Corn' now appears on the front of all packages of *Kellogg's Corn Flakes®* cereal sold in stores across the region.

Responsibly sourced corn at the heart of an iconic brand

Why focus on corn and Corn Flakes? Well, it's THE original Kellogg's cereal dating back to 1906 and remains one of the most iconic foods in the entire breakfast category. Based on a very simple production process and a short ingredient list – just corn and three others – our recipe has changed very little over the years, validating that the cereal addresses people's desire for pure and simple food.

And this is where our responsibly sourced corn plays an important role!

The corn used in *Kellogg's Corn Flakes®* in Europe is a special variety grown by farmers in Argentina, where the conditions are ideal for this crop to thrive. The criteria to determine that the corn is responsibly sourced includes environmental, social and governance, based on a standard developed by Kellogg and modelled on those used by well-recognized, international non-governmental industry groups. Our regional corn supplier and partner DACSA also played a crucial role in ensuring that the farmers they work with embrace the best practices for growing responsibly sourced corn, and meet the criteria to be labelled as such.

As a leading global food company, we play an important role in ensuring our foods are made in ways that help support a more responsible food supply for the future. And we've been on a continuous journey to do so.

This work contributes to our global sustainability goal of responsibly sourcing our 10 priority ingredients and global signature cause platform, *Breakfasts for Better Days™*, where we are committed to supporting a half million farmers around the world by the end of 2025. Today, we are [far ahead of progress](#), supporting 329,000 farmers globally to date.

We are proud to celebrate this important milestone, but we know we can do even more. We are constantly evaluating ways to advance our efforts and create even more *Better Days* for people and communities in the future. Visit OpenForBreakfast.com to learn more.

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles®*, *Cheez-It®*, *Keebler®*, *Special K®*, *Kellogg's Frosted Flakes®*, *Pop-Tarts®*, *Kellogg's Corn Flakes®*, *Rice Krispies®*, *Eggo®*, *Mini-Wheats®*, *Kashi®*, *RXBAR®* and more. Net sales in 2018 were approximately \$13.5 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating three billion *Better Days* by the end of 2025 through our [Breakfasts for Better Days](#) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

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