

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

KELLOGG

REPORT SUBMITTED ON 29 APRIL 2022

Type of business/ sector  (E.g. retail, dairy)	Sustainability dimension  (E.g. environmental, social)	Code aspirational objective  (1-7)	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)  (E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)	Comments (optional)  (E.g. enablers, ideas on how to improve)
Food Manufacturing	Environmental	3	45% absolute reduction in Scope 1&2 GHG emissions globally by the end of 2030 compared to a 2015 baseline	30% reduction from 2015 baseline globally as of the end of 2020	<p>In 2015, Kellogg committed to Science-Based Targets to deliver a Scope 1 and 2 target of 65% reduction in GHG emissions by the end of 2050.</p> <p>Kellogg uses 100% renewable electricity across our European operations.</p> <p>For further details see: Kellogg’s 2020/2021 <a href="#">Climate Milestones</a></p>	<p>National governments and competent authorities can provide support for decarbonization efforts for the whole food manufacturing sector by assigning budgets for funds and/or investment in infrastructure for hydrogen networks.</p> <p>EU policymakers can provide support by providing stable, EU harmonised carbon accounting rules and stable definitions under the EU sustainable finance taxonomy to</p>

						<p>facilitate long-term capital investment decisions in emerging greener technologies.</p> <p>Coherence with other policies such as the Industrial Emissions Directive, Farm to Fork Strategy, Circular Economy Action Plan and Green Claims proposals should also be ensured.</p>
Food Manufacturing	Social	1	100% of our children's cereals will be Nutri-Score A or B by the end of 2022 for our EU portfolio	61% of our European Kids portfolio is Nutri-Score A or B as of the end of 2021	The commitment is part of Kellogg Europe's Wellbeing Manifesto for Europe, aiming to further improve our foods so that they are better for people, the community and the planet.	As a pan-European business, we label our products with multiple languages for sale in a number of European countries, and the proliferation of schemes at national level presents a challenge for us. Therefore, we call for the creation of a voluntary, harmonised front-of-pack nutrition labelling scheme.
Food Manufacturing	Social	1	More than 90% of the breakfast cereals in our EU portfolio will be a source of or high in fibre by the end of 2023	94% of the breakfast cereals in our EU portfolio are a source of or high in fibre as of the end of 2021	To support physical wellbeing, we're crafting foods that include nutrients of need, address hidden hunger or malnutrition, and support a healthy gut microbiome. We know that eating a high-fibre breakfast cereal each day can have a positive impact on the gut microbiome of healthy adults and we are committed to helping consumers increase the fibre in their diets through foods they already eat and enjoy.	EFSA's opinion on the development of front-of-pack nutrition labelling <sup>i</sup> references that dietary intakes of fibre are below recommended levels in most of the European adult population. Consumers should continue to be made aware of the presence of fibre through claims and front-of-pack nutrition labelling to encourage the consumption of foods that fill this nutritional gap.

<sup>i</sup>EFSA NDA Panel (EFSA Panel on Nutrition, Novel Foods and Food Allergens),Turck D, Bohn T, Castenmiller J, de Henauw S, Hirsch-Ernst KI, Knutsen HK, Maciuk A, Mangelsdorf I,McArdle HJ, Naska A, Pel aez C, Pentieva K, Thies F, Tsabouri S, Vinceti M, Bresson J-L and Siani A,2022. Scientific Opinion on the scientific advice related to nutrient profiling for the development of harmonised mandatory front-of-pack nutrition

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labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods. *EFSA Journal* 2022;20(4):7259, 48 pp. <https://doi.org/10.2903/j.efsa.2022.7259> ISSN:1831-4732 ©2022 Wiley-VCH Verlag GmbH & Co. KGaA on behalf of the European Food Safety Authority. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. The *EFSA Journal* is a publication of the European Food Safety Authority, a European agency funded by the European Union. Scientific advice related to nutrient profiling [www.efsa.europa.eu/efsajournal](http://www.efsa.europa.eu/efsajournal) *EFSA Journal* 2022;20(4):7259