

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

KELLOGG

REPORT SUBMITTED ON 10 MAY 2023

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	29.2% absolute reduction of Scope 1 and 2 emissions in 2021 compared to a 2015 baseline	<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 the indicated section of our ESG report: Kellogg's</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.

					Better Days Climate Action (kelloggcompany.com)	
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	59% of our children's cereals were Nutri-Score A or B ¹ by the end of 2022 for our EU portfolio. As of June 2023, 100% of our children's cereals will be Nutri-Score A or B for our EU portfolio.	<p>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 breakfast cereals have a long shelf-life, the new recipe will be on shelf once existing stocks have been exhausted.</p> <p>Since launching Kellogg Europe's Wellbeing Manifesto for Europe in 2021, Kellogg faced significant supply chain disruption, like many other food manufacturers, due to war in the region. As a result, some innovation projects were paused to focus on replanning during the raw material crises.</p>	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 support an EU-harmonised approach to front-of-pack nutrition labelling.
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	93% of the breakfast cereals in our EU portfolio are a source of or high in	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	EFSA's opinion on the development of front-of-pack nutrition labelling ⁱ 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

¹ As per the Nutri-Score algorithm that was in effect when Kellogg's 2021 Wellbeing Manifesto commitment was made.

				fibre ² as of the end of 2022	microbiome of healthy adults and we are committed to helping consumers increase the fibre in their diets through foods they already eat and enjoy.	the consumption of foods that fill this nutritional gap.
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¹EFSA 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, Pelaez 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 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/efsajournal2EFSA Journal 2022;20(4):7259

² 'Source of' and 'high in' fibre are defined by the EU Regulation on Nutrition and Health Claims as $\geq 3\text{g}/100\text{g}$ and $\geq 6\text{g}/100\text{g}$ respectively.