



U.S. Food Loss and Waste 2030 Champions Activity Form

Kellogg Company will strive to reduce food loss and waste¹ in its operations by 50 percent by 2030 through activities targeting the *prevention* of food loss and waste before it arises, *recovery* of wholesome, otherwise wasted food for donation, and *recycling* of food loss and waste to other uses such as animal feed, compost and energy generation².

Kellogg Company will report periodically on its progress on meeting its goal on its website at www.KelloggCompany.com

Specific food loss and waste reduction activities include:

Kellogg Company endorses the Sustainable Development Goals. As a global food company, we believe we have a significant role to play in helping to end hunger, achieve food security, improve nutrition and promote sustainable agriculture (UN SDG 2). We will do our part to halve per capita global food waste at the retail and consumer level, and to reduce food losses along the production and supply chains including post-harvest losses by 2030 (UN SDG 12.3). A critical element to this work is helping to eradicate food waste from food systems. We contribute in three important ways:

FARMS: Working to eliminate post-harvest loss so that more of the food which is grown is consumed.

MAKING: Working to eliminate food waste in our processes, capturing it instead to feed people in need, and when that use is not appropriate, ensuring it is used for animal feed.

COMMUNITIES: Through our Breakfast for Better Days signature cause, working to assure our food also goes to help those in need either due to disaster relief or chronic hunger in

¹ The 50-percent reduction could be calculated on an absolute or per customer/consumer basis. In addition, the exact definition of food loss and waste could vary by country, business and consumer. The [Food Loss and Waste Protocol](#) provides information on defining and transparently measuring food loss and waste. Businesses are also invited to join the EPA's [Food Recovery Challenge](#) to access technical assistance for measuring food waste and assessing the positive environmental benefits of waste reduction.

² Businesses that are not ready to make the 50-percent reduction commitment but are engaged in efforts to reduce food loss and waste in their operations can be recognized for their efforts by either joining the EPA's [Food Recovery Challenge](#) or USDA's [U.S. Food Waste Challenge](#). Businesses that join the EPA's Food Recovery Challenge will be able to access technical assistance to help set their own quantitative food-waste goals and to measure waste reduction. Businesses that join USDA's Food Waste Challenge share information on their activities to reduce, recover and recycle food loss and waste in their operations to help disseminate information on best practices and stimulate more of these activities.

communities we support around the world.

Kellogg continues to have active work underway in each of these three areas. Leading examples include:

FARMS: Working with partners to develop and promote post-harvest loss reduction practices in major ingredients relevant to Kellogg by developing sustainable agriculture programs with smallholder farmers in India, Bangladesh, South Africa, Thailand, Philippines and other countries which promote and improve post-harvest loss reduction.

MAKING: Committed to decreasing our waste sent to landfill (per metric tonne of food produced) by 20 percent from 2009 to 2015. We set this new target after achieving a 41.5 percent waste-to-landfill reduction from 2005 to 2009. Less than 6% of waste goes to landfill. Edible Food waste is donated to feed people in need; in any cases where that use is not appropriate it is used for animal feed.

COMMUNITIES: Providing through Breakfasts for Better Days 1 billion serving of cereal and snacks, more than half of which are breakfast, to children and families in need around the world by the end of 2016.