



Advancing sustainable and equitable access to food

1906-1929

First **high-fiber cereal**, Toasted Bran Flakes, introduced

Hired industry's **1st dietitian**, providing consumers with information about nutrition

Forged **United Way** partnership

1930-1999

1st to put **nutrition info on pack**

1st to **fortify food**

1st **high protein** breakfast cereal – Special K

Among the first to **voluntarily list sugar** on product labels

Helped found America's Second Harvest **food bank network**

2000-present

Pioneered front-of-pack, fact-based info

Founded Global Foodbanking Network

1st **Organic cereal offering in WIC**

FDA approved Kellogg petition to increase **Vit D fortification**

Expanded offerings with **whole grain, fiber, Vit D and plant based ingredients**

School Meal cereal offerings are whole grain rich and have **<8g of added sugar** per serving

Reduced sodium and added sugar since 2007

Kellogg's

A FOCUS ON POSITIVES IMPACTS OUTCOMES

Better eating could prevent one in five deaths worldwide

Low amount of healthy foods, including whole grains and fruits, more significant than high levels of unhealthy foods

Dietary risks, such as high sodium intake, are an 'equal opportunity killer'

Dr. Ashkan Afshin, Assistant Professor at the Institute for Health Metrics and Evaluation (IHME) at the University of Washington

Healthy eating saves lives

Healthier diets could save one in five lives every year.



What's needed*

Daily, eat more:

Fruits**



RECOMMENDED INTAKE

200 to 300 grams per day, equivalent to two to three small apples



ACTUAL INTAKE

94 grams per day, equivalent to one small apple

Whole grains***



RECOMMENDED INTAKE

100 to 150 grams per day, equivalent to three to five slices of 100% whole wheat bread



ACTUAL INTAKE

29 grams per day, equivalent to less than one slice per day

Nuts and seeds*



RECOMMENDED INTAKE

16 to 25 grams per day, equivalent to eight to 13 walnut halves



ACTUAL INTAKE

3 grams per day, equivalent to one and a half walnut halves

Vegetables†



RECOMMENDED INTAKE

290 to 430 grams per day, equivalent to about five to seven medium carrots



ACTUAL INTAKE

190 grams per day, equivalent to three medium carrots

RESEARCH CONTINUES TO SHOW BENEFITS OF POSITIVES

“The World Health Organization recognizes voluntary **fortification as the most cost-effective strategy** to reach micronutrient inadequacy intakes in most cases driven by the low consumption of nutritionally rich foods”¹

“According to current dietary recommendations, **the nutrient content of a food and its place in a food group** are more important than the extent to which a food was processed.”²

“A Ready to Eat Cereal(RTEC) Breakfast may contribute to **greater nutrient intake and diet quality** in children and adults in the US without increasing total daily meal costs”³



SUCCESS: FOCUSING ON HOW FOODS FIT FOR HEALTH OUTCOMES



- WIC has been shown to save \$3.50 in future healthcare costs for every dollar spent on the WIC Program
- Iron deficiency anemia dropped from 7.8 percent in 1975 to 2.9 percent in 1985, which the Centers for Disease Control and Prevention attributed to both a general improvement in iron nutrition and participation in WIC and other public nutrition programs.
- Ounce for ounce cereal is the largest contributor of iron and folate

OUR COMMITMENTS IN ACTION



Our White House Commitment

Current WIC cereal choices effectively improve diets

Both whole and non-whole grain cereal improve the diet quality of WIC participants with better intakes of:¹

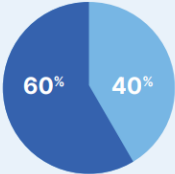


Under current WIC food package standards, participants already consume



the amount of whole grain compared to non-cereal eaters

Yet across the country, only 60% of cereal benefits are redeemed by participants today



Promoting Positive Eating Patterns

