

## Particulars

### About Your Organisation

#### 1.1 Name of your organization

Kellogg Company

---

#### 1.2 What is/are the primary activity(ies) or product(s) of your organization?

- Grower
  - Processor and/or Trader
  - Consumer Goods Manufacturer
  - Retailer and/or Wholesaler
  - Bank and/or Investor
  - Social and/or Development NGO
  - Environmental and/or Conservation NGO
  - Supply Chain Associate
  - Affiliate
- 

#### 1.3 Membership number

4-0033-08-000-00

---

#### 1.4 Membership category

Consumer Goods Manufacturers

---

#### 1.5 Membership sector

Ordinary

---

**Consumer Goods Manufacturer**

**1. Operational Profile**

1.1 Please state your main activity(ies) within the palm oil supply chain. Please select the option(s) that apply to you

- End-product manufacturer
- Food goods manufacturer
- Ingredient manufacturer
- Home & personal care goods manufacturer
- Own-brand manufacturer
- Manufacturing on behalf of other third-party brands
- Biofuels manufacturer
- Other

Other:

**2. Palm Oil and Certified Sustainable Palm Oil Use**

2.1 Please include details of all operations using palm oil, owned and/or managed by the member and/or all entities that belong to the group.

Kellogg has 56 facilities that are either fully owned or are joint ventures for which we have majority control. Of these, 35 use palm oil. We also have 20 comanufacturers within our supply chain that use some form of palm oil in operations on our behalf.

2.1.1 In which markets do you manufacture goods with palm oil and oil palm products?

Applies globally

2.1.2 In the market(s)/country(ies) where you operate, do you calculate how much palm oil and oil palm product there is in the goods you manufacture?

Yes

2.2 Volumes of palm oil and oil palm products purchased

2.2.1 Total volume of crude and refined palm oil used in the year (tonnes)

72,232.00

2.2.2 Total volume of crude and refined palm kernel oil used in the year (tonnes)

7,098.00

2.2.3 Total volume of palm kernel expeller used in the year (tonnes)

0.00

2.2.4 Total volume of other palm-based derivatives and fractions used in the year (tonnes)

0.00

**2.2.5 Total volume of all palm oil and oil palm products used in the year (tonnes)**

79,330.00

**2.3 Volume of palm oil and oil palm products used in the year in your own brand products that are RSPO-certified (in tonnes):**

Description	Crude and Refined Palm Oil	Crude and Refined Palm Kernel Oil	Palm Kernel Expeller	Other palm-based derivatives and fractions
2.3.1 Book and Claim from Mill / Crusher	19917	-	-	-
2.3.2 Book and Claim from Independent Smallholder	-	-	-	-
2.3.3 Mass Balance	40149	7098	-	-
2.3.4 Segregated	12166	-	-	-
2.3.5 Identity Preserved	-	-	-	-
2.3.6 Total volume	72232	7098	-	-

**2.4 Volume of RSPO-certified palm oil and oil palm products sold to 3rd party RSPO certified companies (in tonnes)**

Description	Crude and Refined Palm Oil	Crude and Refined Palm Kernel Oil	Palm Kernel Expeller	Other palm-based derivatives and fractions
2.4.1 Book and Claim from Mill / Crusher	-	-	-	-
2.4.2 Book and Claim from Independent Smallholder	-	-	-	-
2.4.3 Mass Balance	-	-	-	-
2.4.4 Segregated	-	-	-	-
2.4.5 Identity Preserved	-	-	-	-
2.4.6 Total volume	-	-	-	-

**2.5 According to the information you have provided in this questionnaire, your company has not reached 100% sustainable palm yet by using the four supply chain models (Book and Claim, MB, SG, IP). Do you have plans to immediately cover the gap by using RSPO Credits?**

---

**2.5.1 When do you plan to cover the gap by using RSPO Credits?**

--

**2.5.2 Please explain why**

-

---

**2.6 What is the percentage of RSPO Certified Sustainable Palm Oil in the total palm oil used by your company in the following regions:**

---

**2.6.1 Africa**

100%

---

**2.6.2 Oceania**

100%

---

**2.6.3 Europe**

100%

---

**2.6.4 North America**

100%

---

**2.6.5 Latin America**

100%

---

**2.6.6 Middle East**

100%

---

**2.6.7 China**

100%

---

**2.6.8 India**

100%

---

**2.6.9 Indonesia**

100%

---

**2.6.10 Malaysia**

100%

---

**2.6.11 Rest of Asia**

100%

---

**3. Time-Bound Plan**

**3.1 Year of first supply chain certification (planned or achieved)**

2014

---

**3.2 Year expected to/or started to use any RSPO-certified sustainable palm oil and oil palm products in your own brand products**

2011

---

**3.2.1 If target has not been met, please explain why.**

-

---

**3.3 Year expected to be using 100% RSPO-certified sustainable palm oil and oil palm products from any supply chain option in your own brand products.**

2011

---

**3.3.1 If target has not been met, please explain why.**

-

---

**3.4 Year expected to be using 100% RSPO-certified sustainable palm oil and oil palm products from physical supply chains (Identity Preserved, Segregated and/or Mass Balance) in your own brand products.**

2023

---

**3.4.1 If target has not been met, please explain why.**

We will meet our 2020 target for all core Kellogg markets. However, due to a fluctuating business portfolio of divestitures and acquisitions we have reassessed the feasibility of our target year for emerging markets and new business. This reevaluation is based on regional use and availability of supply to particular locations. We are also continuing to engage all direct suppliers through our joint efforts with Proforest and internal Procurement and are creating and executing action plans to close gaps.

---

**3.4.2 Which markets do these commitments cover?**

Applies globally

---

**3.5 Does your company use RSPO-certified sustainable palm oil and oil palm products in goods you manufacture on behalf of other companies?**

Yes

---

**3.6 Does your company have a Time-Bound Plan to only use RSPO-certified sustainable palm oil and oil palm products in the goods you manufacture on behalf of other companies?**

Yes

---

**3.7 When do you expect all products you manufacture to only contain RSPO-certified sustainable palm oil and oil palm products?**

2016

---

**4. Trademark Use**

**4.1 Do you use or plan to use the RSPO Trademark on your own brand products?**

Yes

---

**4.2 Please select the countries where you use or intend to apply the Trademark.**

Applies globally

---

**4.2.1 Please state the year that you started using the RSPO Trademark or the year you plan to start using the RSPO Trademark.**

2013

---

**4.3 Please explain why**

- Challenging reputation of palm oil
  - Confusion among end-consumers
  - Costs of changing labels
  - Difficulty of applying for RSPO Trademark
  - Lack of customer demand
  - Limited label space
  - Low consumer awareness
  - Low usage of palm oil
  - Risk of supply disruption
  - Others
- 

Other:

---

**4.4 Have you uploaded information and images of products using the RSPO Trademark to the RSPO mobile app?**

No

---

**5. Actions for Next Reporting Period**

**5.1 Outline actions that you will take in the coming year to promote the use of RSPO-certified sustainable palm oil and oil palm products along the supply chain.**

100% of palm oil and palm oil products used in Kellogg Company ingredients will continue to be certified as RSPO Segregated, Mass Balance or covered through RSPO Credits.

---

**6. Non-Disclosure of Information**

**6.1 Information in the sections above are mandatory declarations in your ACOP. For confidentiality purposes, members may choose not to display volume data in Section 2 publicly; however, RSPO reserves the right to utilise the member's data on an aggregate basis for sectoral and total analysis. Please check this box if the member chooses to have the data in Section 2 displayed publicly.**

Yes - Display Publicly

---

**7. Application of Principles & Criteria for all member sectors**

**7.1 Related to company's procurement or operations, do you have organisational policies that are in line with the RSPO P&C? Select all relevant options.**

---

**7.1.A Water, land, energy and carbon footprints**

File: --

Link: <http://crreport.kelloggcompany.com/download/Kellogg+Global+Sustainable+Palm+Oil+Policy.pdf>

---

**7.1.B Land use rights**

File: --

Link: <http://crreport.kelloggcompany.com/download/Kellogg+Global+Sustainable+Palm+Oil+Policy.pdf>

---

**7.1.C Ethical conduct and human rights**

File: --

Link: <http://crreport.kelloggcompany.com/download/Kellogg+Company+Global+Supplier+Code+of+Conduct.pdf>

---

**7.1.D Labour rights**

File: --

Link: <http://crreport.kelloggcompany.com/download/Kellogg+Company+Global+Supplier+Code+of+Conduct.pdf>

---

**7.1.E Stakeholder engagement**

File: --

Link: <http://crreport.kelloggcompany.com/download/Kellogg+Global+Palm+Oil+Milestones+Report+FY+2017+Final.pdf>

---

**7.1.F None of the above. Please explain why.**

-

---

**7.2 What best practice guidelines or information has your organisation provided in the past year to facilitate the uptake of RSPO-certified sustainable palm oil and oil palm products? What languages are these guidelines available in?**

100% of palm oil and palm oil products used in Kellogg Company ingredients will continue to be certified as RSPO Segregated, Mass Balance or covered through RSPO credits. These requirements are shared with suppliers in each region, by Kellogg regional procurement category managers. Compliance ensured by Kellogg regional quality managers at each facility, in their local language. <http://crreport.kelloggcompany.com/download/Kellogg+Global+Palm+Oil+Milestones+Report+FY+2017+Final.pdf>

---

**8. Greenhouse Gas (GHG) Footprint**

**8.1 Are you currently reporting any GHG footprint?**

Yes

---

**8.1.1 Please upload your publicly available GHG report**

File: --

---

**8.1.1.1 OR please insert the URL to the GHG section of your corporate website.**

Link: <http://crreport.kelloggcompany.com/cr-report>

---

**8.2 Please explain and justify why you are not calculating your GHG footprint. Please include any future plans you may have to calculate your GHG footprint.**

-

---

**8.3 What methodology are you using to calculate your GHG footprint?**

GHG Protocol

---

**9. Support for Oil Palm Smallholders**

**9.1 Are you currently supporting any oil palm Independent Smallholder groups?**

Yes

---

**9.2 How are you supporting them?**

Kellogg partnered with Wilmar, BSR, and other peer companies to support a series of workshops targeting small/medium suppliers in Sumatra and Kalimantan to communicate best practices and heighten awareness of issues such as wage management, employment contracts, and grievance mechanisms.

---

**9.2.1 Do you have any future plans to support oil palm Independent Smallholders?**

---

**9.2.2 When do you plan to start your support for oil palm Independent Smallholders?**

--

---

**10. Challenges**

**10.1 What significant economic, social or environmental obstacles have you encountered in the production, procurement, use and/or promotion of CSPO and what efforts did you make to mitigate or resolve them?**

- Awareness of RSPO in the market
  - Difficulties in the certification process
  - Certification of smallholders
  - Competition with non-RSPO members
  - High costs in achieving or adhering to certification
  - Human rights issues
  - Insufficient demand for RSPO-certified palm oil
  - Low usage of palm oil
  - Reputation of palm oil in the market
  - Reputation of RSPO in the market
  - Supply issues
  - Traceability issues
  - Others
- 

**Other:**

Palm oil continues to be an ingredient of particular focus for Kellogg Company in our responsible sourcing efforts. The rapid expansion of palm oil production continues to be associated with human rights violations and the destruction of tropical forest habitats and peat lands. Although Kellogg uses a very small amount of palm oil globally, we have been working since 2009 to improve the sustainability and responsible sourcing of our palm oil. All of the palm oil we use is sourced through a combination of the Roundtable of Sustainable Palm Oil (RSPO) Certified Segregated supply chain, RSPO Mass Balance mixed-source supply chain and the purchase of RSPO certificates. We are challenged by the lack of reliable MB or segregated product in places like Russia. We work with suppliers who have performance challenges against the RSPO performance standards and are working to address these gaps. The reliability of certified material and assurance of compliance of associated producers/growers and suppliers has had an impact on both our continuity of supply and reputation. Through continued improvement of the RSPO grievance process, we are hopeful that current and future issues will proceed in a timely and transparent fashion. We seek to continue to support the RSPO through actions such as participation in the revisions of various standards and guidances and the Human Rights Working Group. We are also committed to supporting and partnering with our suppliers, peers, and other actors in this sector through multi-stakeholder initiatives within and outside of RSPO to address social and environmental issues, their mitigation, and enforcement.

---

**10.2 In addition to the actions already reported in this ACOP, how has your organisation supported the vision of RSPO to transform the market for sustainable palm oil in other ways?**

- Engagement with business partners or consumers on the use of CSPO
- Engagement with government agencies
- Promotion of CSPO outside of RSPO venues eg trade workshops industry associations
- Promotion of physical CSPO
- Providing funding or support for CSPO development efforts
- Research & Development support
- Stakeholder engagement
- Others

**Other:**

Since 2009, Kellogg Company has been working to improve their responsible sourcing of palm oil and made commitments to protect forests, peat lands and human and community rights. Kellogg is reporting twice a year against its total volumes for RSPO Certified Segregated supply, Mass Balance and RSPO certificates. Since January 2017, Kellogg also reports against its total volumes for traceability to mill and for traceability to plantation. The company is engaging with its suppliers to ensure the understanding of Kellogg,Âs Responsible Sourcing policy and commitment, to support formation of action plans towards policy compliance and to address region-specific questions and issues. Kellogg has commissioned Proforest to provide support for further implementation of the company,Âs Palm Oil commitments. Kellogg is a member of the Tropical Forest Alliance 2020, working in partnership to bring together governments, private sector and civil society to remove deforestation from palm oil. Kellogg is also a member of Consumer Goods Forum and World Business Council for Sustainable Development and participate on their palm oil and climate smart agriculture workstreams, respectively. In addition, in 2017 Kellogg became a founding member of the North American Sustainable Palm Oil Network (NASPON). These memberships work to improve the palm oil sector through collaboration and drive transparency and consistency in reporting and metrics.

**10.3 Please attach or add links to any other information from your organisation on your palm oil policies and activities (e.g.: sustainability reports, policies, other public information)**

<http://crreport.kelloggcompany.com/download/Kellogg+Global+Sustainable+Palm+Oil+Policy.pdf>  
<http://crreport.kelloggcompany.com/download/Kellogg+Global+Palm+Oil+Milestones+Report+FY+2017+Final.pdf>  
<http://crreport.kelloggcompany.com/download/Kellogg+Company+Global+Supplier+Code+of+Conduct.pdf>