

About your organisation			
Name of the organisation:	Kellogg Company		
Membership number:			
What is the primary activity or product of your organisation?	Food manufacturing	Other, please specify	
Organisation profile	<p>For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company's beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, All-Bran®, Mini-Wheats®, Nutri-Grain®, Rice Krispies®, Special K®, Chips Deluxe®, Famous Amos®, Sandies®, Austin®, Club®, Murray®, Kashi®, Bear Naked®, Morningstar Farm®, Gardenburger® and Stretch Island®. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com</p>		
In addition to your activities as a consumer goods manufacturers, does your company have significant activities in any other parts of the palm oil supply chain?	None		
Please list any related company operating within the palm oil supply chain, which is linked through more than 51% ownership. E.g. an affiliate, a majority shareholder in a joint venture, a subsidiary or a parent company	None	Member of the RSPO?	Yes
Operations and certification progress			
Reporting Period (period between 1 Jul 2010 - 30 Jun 2011)	This reporting periods spans two Kellogg Company Business years and therefore we are reporting for two periods: Period 1: July 2010 to December 31st 2010 and Period 2: Jan 1st 2011 to June 30th 2011		
Total volume of CPO used per year (to nearest 500 tonnes)	Kellogg Company does not disclose tonnages	Certified volume - Green Palm	Period 1: 4% Period 2: 100%
		Certified volume - mass balance	Commencing in 2012 (USA market)
		Certified volume - segregated	Commencing in 2012 (UK Market)

		Certified volume - Identity Preserved	0
Total volume of PKO used per year (to nearest 500 tonnes)	Kellogg Company does not disclose tonnages	Certified PKO Volume	Period 1: 4% Period 2: 100%
Number of certified supply chains and which supply chain option they use:			
1. Identity Preserved (t)			
2. Segregation (t)			
3. Mass Balance (t)			
Timebound plan - Year expected to achieve 100% certified palm oil used	Kellogg has already achieved 100% certification through Green Palm and expects to further strengthen this position through the commencement of Mass Balance and segregated purchasing in 2012		
Other information			
Other information (sustainability reports, policies, other public information)	Our position on Palm Oil is explained in our latest Corporate Responsibility report available at www.KelloggCompany.com		
Websites	http://www.kelloggcompany.com		
Further information on your organisation's commitment to sustainable palm oil	<p>We look forward to the day when a sufficient and feasible supply of sustainably grown palm oil is available in all our markets. Until then, we have a three pronged approach to our use of palm oil:</p> <ul style="list-style-type: none"> o In Europe, where a segregated supply of sustainably grown palm oil is available, we will begin using it in 2012. o In the U.S., where mass balance palm oil that combines sustainably grown and conventional palm oil is becoming available, we will move to this approach in 2012. o In other markets, we continue our commitment to help growers' fund the transition to sustainable palm oil by purchasing Green Palm certificates to cover 100% of our palm oil use. <p>In the meantime, we are encouraging our blended palm oil suppliers to continue to increase the percentage of sustainable palm oil in the supplies they purchase as it becomes more available, and working with others to explore solutions to this global issue.</p>		
Contacts			
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