



Kellogg Global Nutrient Criteria and “Get the Facts” Frequently Asked Questions

What is Kellogg announcing?

We're pleased to announce two major initiatives that further strengthen our commitment to meeting your health and nutrition needs. Kellogg Company is piloting new nutrition labelling on the front of our ready-to-eat cereal packaging and adjusting what and how we market to children.

What is the Kellogg Global Nutrient Criteria?

The Kellogg Global Nutrient Criteria is based on scientific reports from the internationally recognized Institute of Medicine. The Nutrient Criteria sets an upper threshold of 200 calories, 2 grams of saturated fat, zero grams of trans fat, 230 milligrams of sodium and 12 grams of sugar per serving.

How will Kellogg change the way it markets its products to children?

The Nutrient Criteria will be applied to all of our products in Canada and around the world that are marketed to children. Those that do not meet the criteria will either be reformulated or will not be marketed to children under 12 by the end of 2008. Kellogg will continue its practice of not advertising to children under 6.

When will Kellogg implement the Nutrient Criteria?

Wherever possible, we will begin evaluating products against the Nutrient Criteria immediately. Full implementation of the Nutrient Criteria and marketing adjustments will take place by the end of 2008.

What will the impact be?

50 percent of our products currently marketed to children around the world do not meet the criteria and will either be reformulated to meet the Nutrient Criteria or they will no longer be marketed to children under 12. Examples in Canada include current versions of *Kellogg's® Pop-Tarts* pastry and *Kellogg's® Corn Pops* cereal.

My family really enjoys the taste of Kellogg's products. If you reformulate some of your products to meet the Nutrient Criteria, will it change the taste?

If we elect to reformulate any products that don't currently meet the Nutrient Criteria, we will not compromise on delivering high-quality and great-tasting products that you love.

Will Kellogg apply the Global Nutrient Criteria in other ways?

The Nutrient Criteria will also guide targeted future innovation and product development. Over time, we will work toward providing you even more product choices with enhanced nutritional value.

Why is Kellogg taking on these two new initiatives?

Our actions build on our 100-year legacy of nutrition leadership, further strengthening our commitment to meeting consumers' health and nutrition needs.

What is “Get the Facts”?

“Get the Facts” is an easy-to-read labelling system that identifies the percentages of calories, total fat, sodium and total sugars per serving. The percentages are based on an average 2,000-calorie daily diet.

What are GDAs in the U.S.?

Guideline Daily Amounts – or GDAs – are exactly the same as “Get the Facts” in Canada.

What is the new labelling system?

Beginning in fourth quarter of 2007, the front of all Kellogg’s Canadian cereal packages will feature a colorful, simple “Get the Facts” banner on the top, right-hand corner of the box. This quick snapshot shows how the food fits into your daily diet and complements the nutrition label found on the side panel. “Get the Facts” helps you make informed nutrition choices and allows you to put key nutrients into perspective for the day.

Does “Get the Facts” take the place of the Nutrition Facts Panel? How is this labelling different from what is already on the front of my cereal box?

No, “Get the Facts” complements the Nutrition Facts Panel, which is regulated by Health Canada. We encourage everyone to refer to the Nutrition Facts Panel for more information.

When will I see the “Get the Facts” front-of-pack nutrition labelling?

In Canada you will see “Get the Facts” on your favorite Kellogg’s cereal starting in the fourth quarter of 2007.