

Kellogg Fact Sheet – Responsible Marketing Practices

Kellogg Canada understands that consumers are concerned about childhood obesity. The company takes the issue very seriously and is committed to helping consumers manage both sides of the calories in/calories out equation. That is why the company decided to strengthen what and how it markets to children.

Our Responsible Marketing Practices

- In June 2007, Kellogg was the first to announce the use of Global Nutrient Criteria (KGNC) to determine which products can be marketed to children under 12.
- This initiative's development was concurrent with the recommendations of the Standing Committee on Health's Report on Child Obesity released in March 2007.
- The Criteria is based on a broad scientific review including reports by Health Canada and the U.S. Institute of Medicine.
- The Criteria's focus is on a 10% threshold of a person's daily recommended intake (e.g., 10% of 2000 calorie/day diet = 200).

Our Commitment to Responsible Marketing

- A product must meet the Criteria's standard of ≤ 200 calories, ≤ 2 grams of saturated fat, 0 grams of trans fat, ≤ 230 milligrams of sodium, and ≤ 12 grams of sugar per serving.
- In 2007, 36% of Kellogg products marketed to children were compliant with the Criteria. By the end of 2008, approximately 56% will meet the requirements. As of January 1, 2009, any remaining products that do not meet the Nutrient Criteria will no longer be marketed to children.

Additional Marketing Commitments

- Kellogg's Worldwide Marketing and Communication Guidelines also govern all of the company's marketing efforts, including marketing to children, marketing to schools, premiums, promotions and other such activities, as well as web site/internet marketing.
- Kellogg is an acting member of the Canadian Children's Food and Beverage Advertising Initiative (CCFBAl), a commitment by 17 leading food and beverage companies in Canada to shift the landscape of children's advertising to healthier dietary choices.

Other Health & Nutrition Initiatives

- Kellogg Canada has also made commitments to enhanced nutrition labelling with the *Get the Facts* front of pack labelling system which empowers consumers to make informed healthy food choices. (See Kellogg Fact Sheet – Enhanced Nutrition Labelling.)
- In addition to nutrition labeling and responsible marketing commitments, Kellogg Canada is involved in other health and wellness initiatives including:
 - *Active Healthy Kids Canada*: an annual comprehensive assessment of physical activity for children and youth.
 - *Mission Nutrition*: an education program for teachers and parents to help promote healthy lifestyles for children.

- *Kellogg Nutrition Symposium*: a half-day scientific program presented in conjunction with the Dietitians of Canada's Annual Conference.