



Kellogg Global Nutrient Criteria Progress Report Frequently Asked Questions

What is Kellogg announcing?

A year ago in June 2007, Kellogg announced that it was undertaking two major initiatives to further strengthen its commitment to meeting consumers' health and nutrition needs by adjusting what and how the company markets to children and through front-of-pack nutrition labelling.

Today, Kellogg reports on the progress it has made in its ongoing health and nutrition initiatives to help consumers successfully manage both sides of the calories in/calories out equation.

We've made strides in offering more product choices, further strengthening our responsible marketing practices, providing information for consumers and promoting healthy lifestyles.

Why did Kellogg take on these new initiatives?

Kellogg Canada is taking steps to deliver new solutions that help our company and our consumers make more informed choices about food. Our actions build on our company's 100-year legacy of nutrition leadership, further strengthening our commitment to meeting consumers' health and nutrition needs.

What are the Kellogg Global Nutrient Criteria?

Announced in June 2007, the Kellogg Global Nutrient Criteria (Nutrient Criteria) are a standard based on a broad review of scientific reports. The Nutrient Criteria set an upper threshold of ≤ 200 calories, ≤ 2 grams of saturated fat, labelled 0 grams of trans fat, ≤ 230 milligrams of sodium and ≤ 12 grams of sugar per serving.

How is Kellogg practicing responsible marketing?

The Nutrient Criteria are being applied to our products across all categories 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 as of January 1, 2009. Kellogg will continue its practice of not advertising to children under 6.

We updated our Worldwide Marketing Guidelines to reflect our expanded commitment to marketing to children, based on the Nutrient Criteria announced last June.

By the end of 2007, Kellogg also developed and implemented a creative and engaging Website feature that includes healthy lifestyle messaging and an automatic use break feature that interrupts activity after 15 minutes of screen time on Kellogg Web sites containing copy or content for kids under 12.

What impact will the Nutrient Criteria have on the company's products?

When Kellogg Canada announced its commitment in mid-2007, about 36% of its products marketed to children met the Nutrient Criteria. Since then, significant efforts have been made to both reformulate existing products marketed to children and introduce new products that meet or exceed the Nutrient Criteria. By the end of 2008, 56% of Kellogg products marketed to children in Canada will meet the Nutrient Criteria. In keeping with Kellogg's commitment, as of January 1, 2009, any remaining products that do not meet the Nutrient Criteria will no longer be marketed to children.

Is Kellogg applying the Nutrient Criteria in other ways?

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

What new product choices is Kellogg offering?

New Kellogg Canada products which meet the Nutrient Criteria as well as address the health and nutrition needs of the adult population include: *All-Bran** Bars (Chocolate Chip and Oatmeal Cinnamon), *All-Bran** Strawberry Medley cereal, *Guardian** cereal, *Mini-Wheats** Cinnamon Streusel Flavour cereal, *Special K** *Satisfaction** cereal, *Rice Krispies** Cocoa cereal and *Rice Krispies Squares** Strawberry Flavour Bars.

Which cereals meet the Nutrient Criteria since Kellogg Canada made the announcement a year ago?

As a result of the company's commitment, a number of cereals that Kellogg Canada markets to children now meet the Nutrient Criteria including *Rice Krispies**, *Crispix Krispies**, and *Corn Pops**.

How did you achieve this?

Our goal was to deliver reformulated products that meet our customers' taste expectations. We worked with our product developers to review and revise the formulas as needed. Each product required a unique approach: however, the specific technologies and formulation approaches are proprietary. We're pleased to report that consumer research demonstrates that they deliver the same great taste consumers know and love.

When will the reformulated cereals be available?

The reformulated cereals are currently on shelf.

How is Kellogg providing more information for consumers?

Kellogg Canada takes the issue of nutrition labelling seriously. That is why in the fall of 2007 we began adding helpful nutrition information called *Get the Facts* on the front of our ready-to-eat cereal packages. *Get the Facts* gives a quick snapshot of how a food fits into a consumer's daily diet and complements the Nutrition Facts table found on the side panel. This front-of-pack nutritional information identifies for consumers the amount of calories, total fat, sodium and sugar per serving. It also identifies nutrients such as fibre, iron and thiamin.

How is Kellogg promoting healthy lifestyles?

Kellogg Canada is committed to other healthy living initiatives focused on consumers, health professionals and employees. Our health and wellness initiatives include:

- Enhancing our nutrition-focused Web site, www.kelloggsnutrition.ca. The site provides information and practical tips to consumers to help get the whole family involved in eating well and being active every day. It also offers educational resources for health care professionals
- Supporting *Active Healthy Kids Canada* Report Card and other AHKC initiatives since 2005
- Encouraging healthy living through *Mission Nutrition**, a non-branded education program that helps teachers and families promote healthy lifestyles
- Hosting the *Kellogg Nutrition Symposium* – a half day scientific program presented in conjunction with the Dietitians of Canada’s annual conference, this year highlighting ParticipACTION and its role in promoting physical activity
- Providing proactive and interactive fitness programs to employees with on-site fitness facilities

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