Kellogg

Headquarter: United States of America.
Number of employees: 32,944 employees in 42 countries.
Products: food manufacturing and food processing.

Potential Technical Assistance offer for national SBN Members

- **Fortification**
  - Vitamin and mineral fortification
  - Biofortified maize
- **Product reformulation**
  - Sugar reduction
  - Salt reduction
  - Fat reduction
  - Product size reduction or single-serve package
- **Affordability**
  - Annual award and lectureship
- **Financial Inclusion**
  - Supporting Farmers

Other
### Areas of technical expertise for potential technical assistance transfer

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<th>Fortification</th>
<th>Product Reformulation</th>
<th>Affordability</th>
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| **Vitamin and mineral fortification** - Kellogg has an expertise in fortifying products to address nutrient gaps and adding nutritional labeling for both ingredient based and front-of-pack sign posting on packaged goods. Kellogg has been voluntarily adding vitamins and minerals to breakfast cereals for over 70 years. | **Sugar reduction** - Kellogg has committed to reducing sugar by 10% per serving in nutrition bars, cereal and other snacks, and has experience with increasing food fibre content.  
**Salt reduction** - Kellogg has committed to having at least 85% of nutrition bars and other snacks with 150 mg or less of sodium per serving by 2020. | **Product size reduction or single-serve package** - Kellogg improves affordability through diversity of packaging sizes (e.g. in Colombia), commercial programmes addressing hunger or through other strategies that make products for micronutrient deficiencies more affordable. |
| **Biofortified maize** - Kellogg has a pilot project collaborating with HarvestPlus, to grow biofortified maize in Nigeria to potentially address vitamin A deficiencies in Africa and Asia. | **Fat reduction** - Kellogg has committed to eliminating trans-fat from partially hydrogenated oils across all products. |                                                        |

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<th>Other</th>
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<td><strong>Annual award and lectureship</strong> - Kellogg awards an annual prize and lectureship for work that results in &quot;enabling and increasing access to nutritious food in non-industrialized countries&quot;, and addresses the interconnected issues of wellbeing, food security and climate, to help end hunger.</td>
<td><strong>Supporting farmers</strong> - Kellogg support 1 million farmers, especially women smallholders farmers, to implement more sustainable farming practices using climate-smart agriculture, reducing post-harvest loss, as part of their Better Days programme for 3 billion people by the end of 2030.</td>
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