

Kellogg

Headquarter: United States of America.

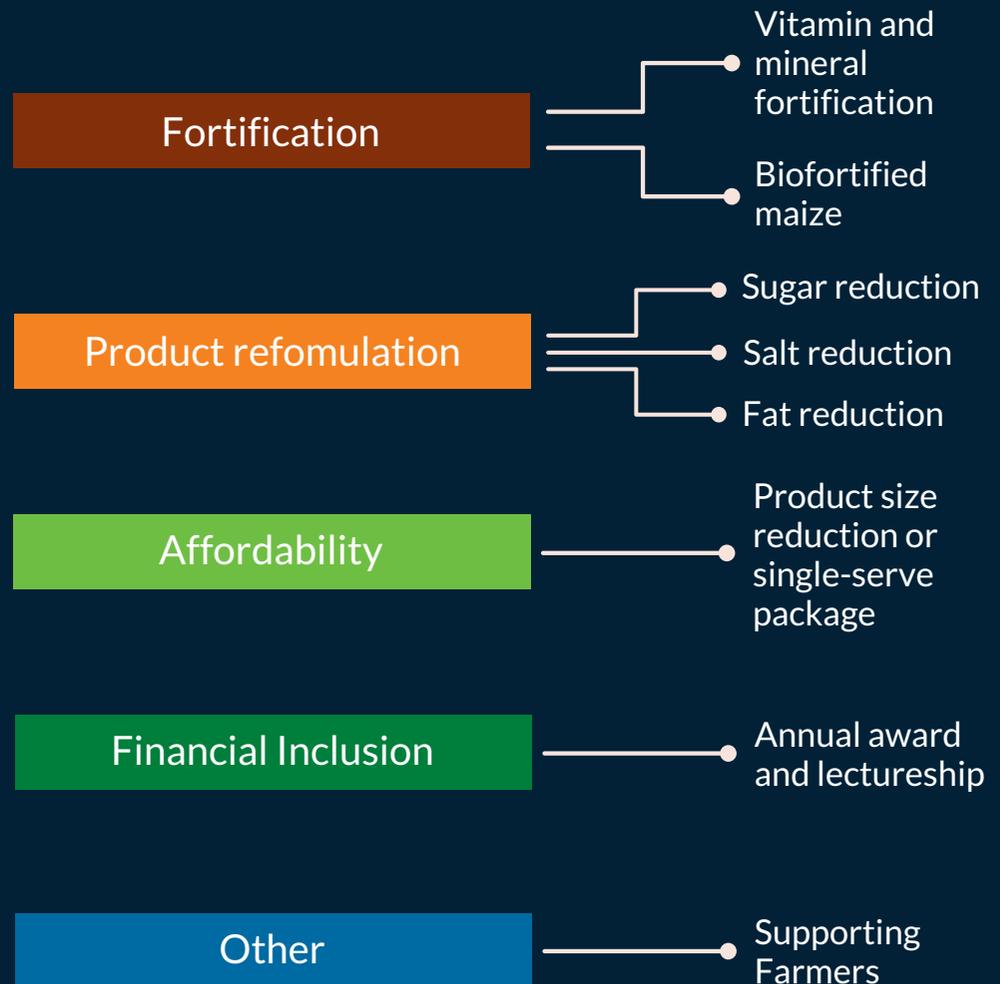
Number of employees: 32 944 employees in 42 countries.

Revenue: approx. \$13 billion in 2017.

Products: food manufacturing and food processing.



Potential Technical Assistance offer for national SBN Members



Areas of technical expertise for potential technical assistance transfer

Fortification

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.

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.

Product Reformulation

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.

Fat reduction - Kellogg has committed to eliminating trans-fat from partially hydrogenated oils across all products.

Affordability

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.

Financial inclusion

Annual award and lectureship - Kellogg awards an annual prize and lectureship for work that results in "enabling and increasing access to nutritious food in non-industrialized countries", and addresses the interconnected issues of wellbeing, food security and climate, to help end hunger.

Other

Supporting farmers - 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.