



Small changes.  
Big results.

# Even small changes can make a big difference for our environment.

## Our commitment. Our responsibility.

For more than 100 years, corporate responsibility has been at the foundation of Kellogg Company and a key part of our heritage and culture. We are committed to reducing our company's impact on the environment and strive to be a positive force in the communities where we live and work.

Here are just a few examples that demonstrate our ongoing commitment to environmental stewardship:



- In 1906, the first box of *Kellogg's Corn Flakes*® came off the assembly line packaged in **100 percent recycled paperboard**. Today, almost all of our cereal cartons are made of 100 percent recycled fiber, with at least 35 percent coming from consumer-recycled material.
- Since 2005, we've **decreased total waste sent to landfill by 41.5 percent**, per metric tonne of food produced. On average, more than 90 percent of the waste Kellogg generates is recycled, converted to energy through incineration or used for animal feed. Less than 10 percent of our overall waste ends up in a landfill.
- We've also made great progress in **reducing our energy and water use – which have decreased by 5.7 and 7.4 percent respectively**, per metric tonne of food produced, since 2005. Our plant in Zanesville, Ohio, alone has decreased its water use by 24 percent and its electricity use by 21 percent over the same period of time.
- Several transportation initiatives have helped to drive a **nearly 40 percent reduction in fuel usage** by our U.S. contract and operated-truck fleet since 2005. Companywide, we've decreased our greenhouse gas emissions by 8.9 percent, per metric tonne of food produced, since 2005.

For more information on these and other initiatives, visit [www.kelloggcompany.com/CR](http://www.kelloggcompany.com/CR).



Bringing our focus to your business.™

## Your help. Your contributions.

Kellogg Company has a passion for giving back, helping others and protecting the environment.

We hope you'll join us in this endeavor by using the following simple tips and partnering with manufacturers who are good stewards of our environment.

### REDUCE

- On buffets or serving lines, place flatware loose at the end of the line so customers will take only what they actually need for a meal and cut down on washing unused utensils.
- Place condiments, napkins, straws and other disposable items behind the counter or use devices that control the amount of product a customer can take to reduce waste.
- If you have an all-you-care-to-eat operation, eliminate trays entirely to cut down on potential food waste and tray washing needs.
- Work with your distributor/vendor to provide recommended cleaning products that are concentrated, packaged efficiently, and use no or minimal phosphates and other potential groundwater pollutants.

### REUSE

- Replace bottled water with filtered tap water in carafes with reusable glasses and look to bulk milk, juice and fountain beverages to cut down on waste and enhance profit margins.
- Give away, or sell at cost, reusable insulated beverage containers for coffee and soft drinks with your name on them and encourage refills with discounts. It's a smart way to cut down on use of disposables, reduce dishwashing loads, build loyalty and gain repeat business.
- Use washable trays and baskets with disposable and recyclable paper liners to cut down on waste and save on hauling fees.

### RECYCLE

- Offer clearly labeled plastic, glass and paper recycling bins in easily accessible areas for customers and your staff, both front and back of house.
- Ask vendors for only paper products that include a high percentage of recycled content and make sure you note your recycling efforts on your menu for customers when you reprint them. A good way to start is to eliminate Styrofoam and other difficult-to-recycle materials.
- Choose menus and merchandising materials (table tents, menu clip-ons, place mats, etc.) that are printed on recycled paper. They are a visible example of your commitment to sustainability.