

## **Palm Oil Statement**

Updated: 1/27/10

### **Media Statement**

- As a responsible company, concerns about the sustainable production of palm oil are clearly on our radar screen.
- Even though we use only limited amounts of palm oil, Kellogg Company has taken significant steps to demonstrate good stewardship of our world's natural resources through our four-pronged approach to palm oil.
- Specifically, we:
  1. Use a limited amount of palm oil.
  2. Only purchase from growers committed to growing sustainable palm oil as demonstrated by their membership in the Roundtable for Sustainable Palm Oil (RSPO), a group working worldwide to promote the growth and use of sustainable palm oil.
  3. Are one of less than 60 consumer goods manufacturers worldwide that have joined the RSPO.
  4. Are helping to increase the worldwide supply of sustainable palm oil by purchasing Green Palm Certificates. These resources help RSPO members further their efforts to produce sustainable palm oil.

### **Q&A**

#### **Q1. Which Kellogg products contain palm oil?**

- The vast majority of our cereals do not contain palm oil and in the snacks that do, it's a tiny proportion of the ingredients.
- Our Crunchy Nut Clusters (Variants of Crunchy Nut) do contain palm oil.
- Special K with Nut Clusters and Almonds also contains palm oil.

#### **Q2. Do your products that contain palm oil state that on the label? If not, why not? .**

- We label our all products in accordance the EU Food Labelling Directive Labelling 2000/13 which includes the generic term vegetable oil for any refined vegetable oil – this is common practice in the food industry.

#### **Q3. Why do you use palm oil?**

- Our use of palm oils is limited.
- We consider a number of factors in making a decision about the ingredients we use, including taste, consumer perception and acceptance, availability, and cost.
- We replaced hydrogenated vegetable oils with palm oil as part of our global commitment to reduce trans fats, which was the right decision from a consumer health and nutrition perspective. The health debate around the oils used in foods has now largely shifted to the debate around the environmental impacts of palm oil production – which brings its own challenges.

#### **Q4. Why don't you use an alternative to palm oil?**

- Palm oil is unique in its ability to provide volume and texture in baked goods, usually without adding trans fats.

**Q5. Do you limit your use of palm oil to that which is sustainably grown?**

- Estimates are that only four percent of the global supply of palm oil is sustainably grown.
- Currently, there is not a readily available supply of segregated sustainably grown palm oil. We are helping to increase the worldwide supply by purchasing Green Palm Certificates that help RSPO members further their efforts to produce sustainable palm oil.

**Q6. Have you set a deadline for when your products will contain only sustainable palm oil?**

- As a socially responsible company, concerns about the sustainable production of palm oil are clearly on our radar screen.
- Currently, there is not a readily available supply of segregated sustainably grown palm oil. We are helping to increase the worldwide supply by purchasing Green Palm Certificates that help RSPO members further their efforts to produce sustainable palm oil.
- Once a segregated supply is available at a financially and logistically feasible volume, we will move to sustainable palm oil.

**Q7. How much palm oil does Kellogg use each year?**

- Specific information about our use of ingredients is confidential, but I can tell you that our use of palm oils is limited.
- In addition, we only purchase from growers committed to growing sustainable palm oil and we are helping to increase the worldwide supply of sustainable palm oil by purchasing Green Palm Certificates that help RSPO members further their efforts to produce sustainable palm oil.