



Contact:
Kellogg Media Hotline
269-961-3799
media.hotline@kellogg.com

KELLOGG COMPANY TAKES LEADERSHIP STANCE IN SUPPORT OF SUSTAINABLE PALM OIL

BATTLE CREEK, Mich., March 3, 2011 — Kellogg Company (NYSE:K) announced today that it is helping fund sustainable palm oil production through purchasing GreenPalm certificates covering 100 percent of its global palm oil use.

Today, GreenPalm estimates that only six percent of the current global supply of palm oil is sustainably grown. The Roundtable on Sustainable Palm Oil (RSPO) continues to work toward the development of a consistent and sufficient supply of segregated, sustainably grown palm oil, however, it is currently not available outside of Europe and the form of palm oil Kellogg uses in Europe is not available in a segregated, sustainable supply.

“As a socially responsible company, Kellogg is committed to conducting our business in a way that reduces our environmental impact,” said Celeste A. Clark, Ph.D., Chief Sustainability Officer, Kellogg Company. “While palm oil is a very small percentage* of our total ingredients, as a socially responsible company, concerns about the sustainable production of palm oil are clearly on our radar screen.”

Kellogg Company intends to purchase sustainable palm oil once a segregated palm oil supply is available that is financially and logistically feasible. In the meantime, the Company is helping to reduce deforestation from palm oil production through its support of GreenPalm certificates.

“World Wildlife Fund applauds Kellogg Company’s decision to purchase GreenPalm certificates for all of its global palm oil usage,” said Jason W. Clay, Ph.D., Senior Vice President, World Wildlife Fund. “By supporting sustainable production in this way, Kellogg is demonstrating just the sort of responsible action that we want others to take. As the first in the U.S. food industry to take this step, they’re setting an example for others to follow.”

“We are committed to conducting our business in a way that reduces our environmental impact and will continue diligently working with others to explore solutions to this global issue,”

said Clark. “We intend to continue this commitment until we are able to purchase a segregated supply of sustainably grown palm oil.”

Kellogg is also:

- Encouraging its blended palm oil suppliers to continue to increase the percentage of sustainable palm oil in the supplies they purchase, as the available supply increases.
- Requiring its vendor partners to commit to reducing their impact on the environment through its Supplier Code of Conduct.
- Supporting the Consumer Goods Forum pledge to help achieve zero net deforestation by 2020.

About Kellogg Company

For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world’s leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company’s beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include *Kellogg’s*[®], *Keebler*[®], *Pop-Tarts*[®], *Eggo*[®], *Cheez-It*[®], *All-Bran*[®], *Mini-Wheats*[®], *Nutri-Grain*[®], *Rice Krispies*[®], *Special K*[®], *Chips Deluxe*[®], *Famous Amos*[®], *Sandies*[®], *Austin*[®], *Club*[®], *Murray*[®], *Kashi*[®], *Bear Naked*[®], *Morningstar Farm*[®], *Gardenburger*[®] and *Stretch Island*[®]. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

For more information about GreenPalm certificates and sustainable palm oil production, please visit www.GreenPalm.org.

*Kellogg Company uses approximately 0.1 percent of the global supply of palm oil annually.

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