

## Ambition 2025: Kellogg's

**Kellogg's has moved to responsibly sourced corn for all Kellogg's Corn Flakes sold across Europe, including the UK. The claim 'made with responsibly sourced corn' is now prominent on all packs.**

The criteria to determine whether the corn is responsibly sourced are grouped into three categories: environmental, social and governance. The environmental criteria include, amongst others, the following:

- 100% of the acres used to produce corn for Kellogg's Corn Flakes are measured against these criteria, with the goal of demonstrating continuous improvement.
- The farmer has implemented conservation practices, including conservation tillage, cover crops, buffer strips and conservation irrigation practices.
- All farmers must have an integrated pest management plan, be committed to zero deforestation and have 100% legal right to farm the lands.
- The farmer must have conducted an Environmental Risk Assessment.

The cereal company has verified that environmental and social best practices have been implemented by farmers and suppliers who provide the corn for Kellogg's Corn Flakes.

Corn is the main – of only four – ingredients in the cereal and is a special variety grown by

farmers in Argentina, where the conditions are ideal for this crop to thrive.

67 million packs of Kellogg's Corn Flakes are produced every year on average at the Kellogg's Manchester factory for the UK market. 28 million bowls of Kellogg's Corn Flakes are eaten every day in the UK – one billion bowls a year.

Kellogg's is committed to responsibly sourcing its top 10 priority ingredients by 2020. This move to responsibly sourced corn is a key way of meeting that objective. [More information on Kellogg's environmental initiatives.](#)

*"We know people are interested in where their food comes from and want it to be sourced responsibly. Kellogg's wants to demonstrate our natural credentials more clearly, to help shoppers understand what's in each box of our cereal.*

*"And it's not only what's in the box that's important. The very first box of Kellogg's Corn Flakes was made of 100% recycled carton in 1906. And today 100% of the timber-based packaging in Europe comes from sustainable sources and 70% of our cardboard is made from recycled material. This is another way of looking after the environment."*

**Kate Prince**, Corporate Social Responsibility Manager, Kellogg's

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