

Krave/Trésor Sustainable Cocoa Q&A

Date updated: 20/06/2023

Q. What does the Rainforest Alliance (RA) certification mean? What does it make Kellogg better at?

A. The Rainforest Alliance is an international non-profit organization working at the intersection of business, agriculture, and forests to make responsible business the new normal. By bringing diverse allies together, the Rainforest Alliance protects forests, improves the livelihoods of farmers and forest communities, promotes their human rights, and helps them mitigate and adapt to the climate crisis in bold and effective ways. In return, this partnership with the Rainforest Alliance helps Kellogg buy certified and more sustainable cocoa, contributing to a better world for people and nature. Thus, it reinforces our commitment of responsibly sourcing our priority ingredients by the end of 2030. In fact, Kellogg is committed to building resilient and responsible supply chains for our priority ingredients as part of our Better Days promise.

Q. Is Kellogg sourcing more sustainable cocoa for Krave/Trésor only? What about your other brands?

A. Consumers are increasingly looking for products that are more responsibly sourced, which is why at Kellogg we are undergoing a strategic review to build on our current programme to responsibly source chocolate and cocoa ingredients to advance toward our goal of 100% Responsibly Sourced across all our brands by 2030.

We also have our Kellogg's Origins programme which builds partnerships with farmers that support their climate, social, and economic resiliency. It aims to enhance the working lives and productivity of the farmers who supply to Kellogg by supporting them to increase their yields while preserving the natural habitat around them through collaborative use of responsible agricultural techniques. In Europe, Kellogg's Origins programmes run in the UK, Spain, France (which includes farmers in the Netherlands), Turkey and we also run a project in Argentina for corn coming into Europe.

To learn more about our Better Days promise and responsible sourcing commitment and progress, visit: <https://betterdays.kelloggcompany.com/responsible-sourcing>.

Q. How are we implementing more sustainable cocoa on Trésor/Krave?

A. We are implementing more sustainable cocoa across our Trésor/Krave cereal and Stix range. The approach we are taking for the implementation of more sustainable cocoa across the brand in terms of sourcing is a mass balance approach.

Mass balance is a sourcing method that allows for certified and non-certified ingredients to become mixed during the shipping and manufacturing processes. Due to its efficiency, it is by far the most used model in the cocoa industry.¹

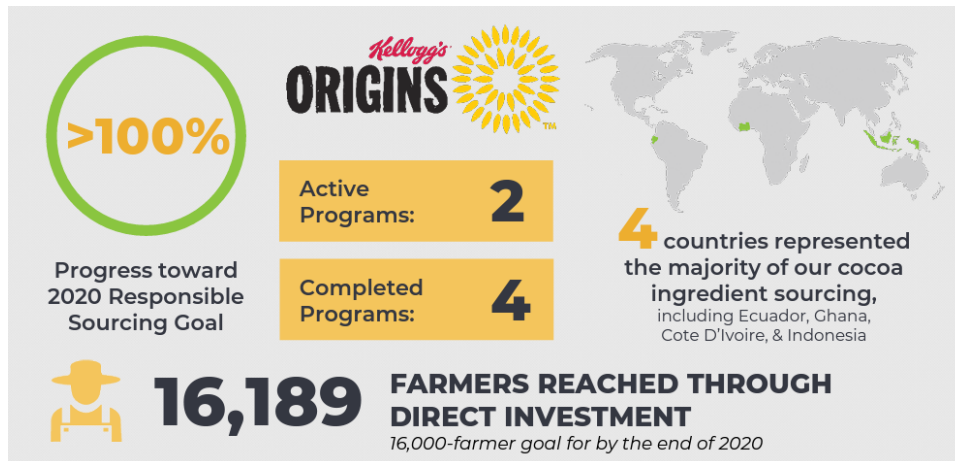
As mass balance sourcing makes it more affordable for companies to source certified crops, this, in turn, increases the demand. This means that more farmers can benefit from the social and economic advantages (including higher incomes and better working conditions) associated with the Rainforest Alliance's certification programmes.¹

¹ <https://www.rainforest-alliance.org/business/certification/what-is-mass-balance-sourcing/>

Q. What country is the cocoa sourced from?

A. The cocoa is sourced from different countries.

According to Kellogg's Origins™ programme, four countries represent the most of our cocoa ingredient sourcing which are Ecuador, Ghana, Cote d'Ivoire and Indonesia. One of the regions of cocoa origin for Trésor/Krave is West Africa.



Q. Has Kellogg changed the recipe for Krave/Trésor?

A. No, our recipe will remain the same as it currently is.

Q. Is the cocoa different than before?

A. The cocoa will remain the same as before but it is now certified by an external source adding more trust and value for our consumers in addition to what Kellogg is already doing in terms of more responsible sourcing.

Kellogg sites will be audited and certified as part of the Rainforest Alliance requirements.

Q. Are you sourcing all the ingredients for Krave/Trésor sustainably?

A. Kellogg's commitment is to build more resilient and responsible supply chains for our priority ingredients. As part of our Kellogg's™ Better Days Promise, our goal to create better days for 3 billion people by the end of 2030. As part of this, we are committed to supporting 1 million farmers and agronomists and **to building more resilient and responsible supply chains for our priority ingredients.**

We met our original 2020 responsible sourcing goals for nine of our original priority ingredients, including corn, wheat, rice, potato, fruit, sugar beet, cocoa, palm oil, and vanilla ingredients.

We reached 98% of our original 2020 responsible sourcing goals to responsibly source our first 10 priority ingredients –wheat, corn/maize, rice, potatoes, sugar beets, sugar cane, fruits, palm oil, cocoa, vanilla –with clear opportunities to close the remaining gaps.

Our 2030 responsible sourcing goals will focus on our next-generation priority ingredients. We will continue to update our priority ingredients with regular environmental, social, & governance (ESG) materiality assessments. Starting in 2021, we will keep most of our 10 priority ingredients; sunset vanilla; and add eggs, soy, oats, cheese, almonds, and hazelnuts to our priorities.

For more information about our partnerships in our chocolate and cocoa product supply chains, please visit our [Global Kellogg's Origins™ map](#).

You can visit the dedicated Responsible Sourcing section on the Kellogg's Better Days website for a detailed breakdown of progress by ingredient: <https://betterdays.kelloggcompany.com/responsible-sourcing>.

Q. What is Kellogg already doing in terms of more responsible sourcing?

A. Kellogg Company is sourcing raw materials more responsibly, especially for 15 priority ingredients, including cocoa. To achieve this, the company is sourcing its priority ingredients through a combination of third-party certification and direct investment in its sourcing regions.

Moreover, through the Kellogg's Origins global sustainable agriculture program, the company honors its commitments to more responsible sourcing and the preservation of natural resources and biodiversity. The program originated in Spain in 2013 and has been rolled out by Kellogg Company worldwide. There are currently more than 40 Origins projects active around the world, which have been created to help farmers implement more sustainable farming practices. These initiatives also enable the company to source the ingredients for its iconic recipes more responsibly.