

Kellogg Details Efforts Toward Building a More Diverse, Inclusive Workplace

Wednesday, July 13, 2011 12:30:00 PM (GMT)

BATTLE CREEK, Mich., July 13, 2011 /PRNewswire/ -- Kellogg Company today announced the launch of its second Diversity & Inclusion Progress Report, detailing the company's efforts toward building a diverse workforce reflective of the consumers it serves and the communities in which it operates.

Kellogg continues to see the benefits of leveraging diversity among its employees. Among these efforts, members of the company's six employee resource groups (ERGs) are increasingly contributing to business results. For example, the Latino and African-American ERGs recently assisted with market research by providing feedback on television advertising geared toward consumers from these ethnic groups. After the research was completed, Kellogg introduced new TV spots developed specifically with ERG members' feedback in mind.

"At Kellogg, we know that diversity and inclusion are essential business imperatives to succeeding in a competitive global marketplace," said John Bryant, president and chief executive officer, Kellogg Company. "Specifically, a diverse workforce helps us better anticipate the needs of our increasingly diverse consumer base. It is also more adaptable to change, more innovative and more open to new ideas."

Examples of other initiatives – along with Kellogg's diversity strategy – are detailed in the Progress Report. The report also discusses the company's Supplier Diversity program and other efforts to promote diversity and inclusion in the broader communities where Kellogg employees live and work. In particular, Kellogg has seen tremendous growth in its supplier diversity program in the last decade. In 2010, Kellogg spent \$425 million on goods and services from minority- and women-owned businesses, an approximately 8-fold increase since 1999.

"Diversity at Kellogg has been a continuous focus of ours," said Mark King, Kellogg Company's senior director of Diversity & Inclusion. "Throughout our 100-plus year history, we have made significant strides toward the more equitable inclusion of women; people of color; lesbian, gay, bisexual and transgender individuals; and people with disabilities in our workforce. Our goal is to mirror the diversity of our consumers, and we're making progress."

As a testament to this progress, Kellogg has recently received several national recognitions, including being named one of the "25 Noteworthy Companies for Diversity" by *DiversityInc.* The company was also recognized as one of the "2011 Best Places to Work for LGBT Equality" by the Human Rights Campaign.

"While we continue to make strides in our diversity and inclusion initiatives, we know we also have room for improvement," Bryant said. "We remain focused on not only recruiting, but retaining, a diverse and vibrant workforce."

The full 2010 Kellogg Company Diversity & Inclusion Progress Report is now available online at www.kelloggdiversityandinclusion.com. Comments on the report are encouraged, and may be sent to diversity.inclusion@kellogg.com.

Additional details about Kellogg Company's diversity strategy, along with information about other workplace initiatives – including talent management, employee safety, and employee health and wellness – may be found in its Corporate Responsibility Report at www.kelloggcompany.com/CR.

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 Farms®*, *Gardenburger®* and *Stretch Island®*. For more information on the Kellogg Company, including our

corporate responsibility initiatives, visit www.kelloggcompany.com.

SOURCE Kellogg Company

Contacts: Kellogg Media Hotline, +1-269-961-3799, Kellogg Company, media.hotline@kellogg.com

Countries: United States

Industries: Retail, Food & Beverages

Languages: English

Primary Identifiers: K-US

Related Identifiers: K-US

Subjects: Corporate Social Responsibility, Human Interest Groups