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NEW REPORT: Kellogg's Secretly Removed Essential Micronutrients From Popular Cereals Sold in Mexico

Report from Experts at the Changing Markets Foundation Finds Kellogg's Slashed Fortification in Products Sold in Mexico

Advocates Urge Kellogg's to Restore Essential Nutrients in Cereals, As 1.6 Million Children in Mexico Suffer from Chronic Malnutrition

MEXICO CITY — Today, the Changing Markets Foundation, SumOfUs, and Proyecto Alimento released the results of a new study, which found that Kellogg's, over the course of five years, removed key vitamins and minerals from its popular cereal brands sold in Mexico. This is a clear violation of the company's 'breakfast promise' to fortify its cereals with the 'nutrients specific to the needs' of the local population. The report, titled "Cereal Offender: Is Kellogg's Breaking It's Breakfast Promise?" demands that - in line with its commitments - Kellogg's immediately refortify cereals sold in Mexico with all the essential micronutrients needed for the local population.

READ FULL TEXT OF THE REPORT HERE:

Micronutrient deficiencies are a major health problem in Mexico. According to the Mexican national health survey, one-in-four children under five suffer from anemia (an iron deficiency). Up to a quarter of Mexican children do not get enough folic acid and vitamin A through their diet, while half do not get enough iron and calcium.

Kellogg's is a market leader in Mexico and four out of the five top breakfast cereal brands that Mexican parents buy for their children are made by Kellogg's. According to a 2013 government study, 50% of children aged 3-12 eat breakfast cereals at least 2-3 times a week, while 37% eat them every day.

This report finds that in the last five years, Kellogg's cereals have become significantly poorer in terms of minerals and vitamins. Analysis of the five most popular Kellogg's breakfast cereals showed that over two-thirds of all micronutrients across all five cereals had been reduced or removed when compared to 2013 levels. Several types of B vitamins, as well as vitamins C and E, have been significantly reduced or entirely removed.

More specifically, Kellogg's Frosted Flakes (known as *Zucaritas* in Mexico) had folic acid levels reduced by 70% over the last five years, and Kellogg's Corn Flakes halved iron levels, while calcium fortification was removed entirely from both of these popular cereals. A number of other cereals saw significant decreases in iron and calcium, despite the fact that iron and calcium deficiencies are high among Mexican children aged 5-12 years.

'Cereal Offender' also highlights the lack of credibility behind Kellogg's supposed commitment of *'tackling the global challenges of food security including undernutrition, hidden hunger, and obesity in middle - and low-income communities across the globe'* by delivering *'healthy foods for people of all income levels in every country'*. The company has made other claims that they have addressed *'nutrition shortfalls'* and *'improved Latin American cereals with the right amounts of Vitamins A, B and D, iron, calcium, folic acid and antioxidants.'* Changing Markets' report finds these statements to be both misleading and false.

"Despite Kellogg's accolades and declarations of good intent, we were shocked to realise that the company has been quietly removing key vitamins and minerals from its most popular cereals in Mexico," **explained Nusa Urbancic, Campaigns Director at Changing Markets Foundation** "If Kellogg's is serious about living up to its 'breakfast promise'," it must put its money where its mouth is and ensure that all of its cereals, in fact, contain the essential micronutrients that people in Mexico lack."

The variation in levels of micronutrients is not only confined to differences between Kellogg's cereal brands; it seems that differences in nutrient levels can be highly pronounced even within the same core brand. For example, a 30-gram portion of chocolate- or vanilla-flavoured Special K contains 35% of the RDA of B12, whereas the same amount of Special K Cosecha Roja contains a mere 11%.

"Malnutrition is a critical issue in Mexico, where one in four children suffer from anemia—often caused by iron deficiency. And Kellogg's is in a perfect place to make a difference: four out of five of the most commonly bought children's cereals in Mexico were Kellogg's brands," **explained Jamila Brown, Communications Director for SumOfUs, an international consumer group that partnered with Changing Markets for this report.** "It's outrageous that key nutrients like Iron, Vitamin B, C, and E have dropped in some of Kellogg's most popular Mexican cereal brands. Parents believe the promises companies like Kellogg's make about nutritional value, and it's time Kellogg's lives up to those promises and address malnutrition."

"Kellogg's is not only producing cereals that are heavily processed and high in sugar, but this latest report also shows that instead of living to its nutritional promises, Kellogg's cereals amount to a little less than empty calories. My hope is that the new Mexican government will protect parents and children from the deceptive advertising practices of this corporation while promoting policies that encourage the consumption of healthy non-processed foods instead," **said Yatziri Zepeda, founding partner of Proyecto Alimento, a Mexican NGO aiming to promote sustainable food systems.**

In line with the report, a new petition from SumOfUs is demanding that Kellogg's put kids over profits and immediately fortify all cereal products available for sale in Mexico with the appropriate amount of essential nutrients.

VIEW THE PETITION HERE: <https://actions.sumofus.org/a/kellogg-s-stop-breaking-nutritional-promises-in-mexico>

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The Changing Markets Foundation partners with NGOs on market-focused campaigns. Our mission is to expose irresponsible corporate practices and drive change towards a more sustainable economy.
www.changingmarkets.org/ @ChangingMarkets

SumOfUs is a global consumer group that campaigns to hold big corporations accountable. Over 14 million people have taken over 50 million actions worldwide with SumOfUs since it launched.

Project AliMente is a Mexican non-profit organization dedicated to promoting sustainable, fair and healthy food systems. @Proy_Alimente