



Address for correspondence:

Changing Markets Foundation
WeWork, 1 Mark Square
London EC2A 4EG
United Kingdom

Mr. Steven Cahillane
Chairman of the Board and CEO
Kellogg Corporate World Headquarters
One Kellogg Square
P.O. Box 3599
Battle Creek, MI 49016-3599
USA

Cc:

Ms Kris Charles Bahner, **Senior Vice President, Global Corporate Affairs,**
Kellogg Company
Ms María Fernanda Mejía, **Senior Vice President, Kellogg Company, President,**
Kellogg Latin America

London, 13 March 2019

RE: FORTIFICATION OF KELLOGG'S BREAKFAST CEREALS IN MEXICO

Dear Mr Cahillane,

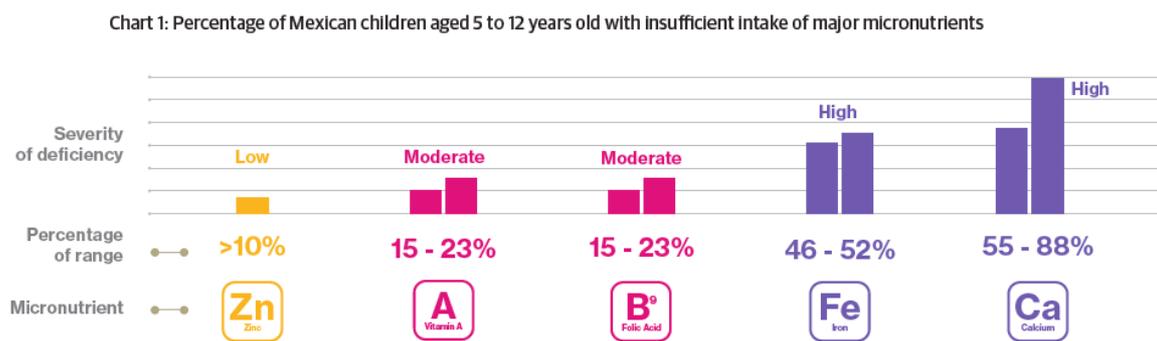
We are writing to you with regards to our recent report entitled [“Cereal offender: is Kellogg’s breaking its breakfast promises?”](#). The report analysed the micronutrient make-up of Kellogg’s breakfast cereals in Mexico and revealed that in the last five years (from 2013 to 2018), Kellogg’s cereals have become significantly poorer in terms of mineral and vitamin content. Our analysis of the five most popular Kellogg's breakfast cereals in Mexico showed that over two thirds of all micronutrients across all five cereals had been reduced or removed when compared to 2013 levels.

We believe that food fortification plays an important role in addressing micronutrient deficiencies and tackling malnutrition. Kellogg’s is a market leader in the sales of breakfast cereals, which are one of the most commonly fortified foods and dominate many children’s diets globally and in Mexico, where almost 90% of children from 3-12 years old consume cereals at least 2-3 times a week. While there are no mandatory

regulations guiding the fortification of these products, we note that Kellogg’s has made public commitments to address nutrition shortfalls and to fortify its cereals with “nutrients specific for the needs of the area”. Although these are commendable commitments, our investigation has shown that they do not translate into practice, when it comes to the nutritional profile of your products in Mexico.

We have seen your response to our report in the media, however, we would like to emphasise that it does not stand up to scrutiny. You say that you have 'rebalanced' your portfolio around the "evolving nutritional deficiencies and needs" and claim to have added vitamin D, as this was identified as a nutrient lacking in Latin American diets. While it is true that in Mexico moderate deficiencies of vitamin D exist and therefore adding this vitamin is a step in the right direction, you fail to respond to other crucial points in our report and explain why you have reduced or removed nutrients (iron, folic acid, vitamin A and calcium) for which deficiencies remain high, especially amongst children. As illustrated in Chart 1 of our report, children aged 5-12 years old have insufficient intake of these important micronutrients according to studies by the Mexican National Institute for Public Health.

Chart 1: Percentage of Mexican children aged 5 to 12 years old with insufficient intake of major micronutrients



Source: Mexico Instituto Nacional de Salud Pública (2012)²⁶

Table 2 of our report illustrates that Kellogg's have slashed folic acid between 60% and 90% in five of its cereals, while iron has been reduced between 20% and 60%. This is despite the fact that the 2012 Mexican National Health and Nutrition Survey (ENSANUT) identified that one in four children under five years and one in five pregnant women in Mexico suffer from anaemia, while 90% of all women have inadequate iron intake. Calcium has been completely removed from 3 cereal brands and vitamin A has been removed from one brand and reduced by 60% from another brand. Again, this is despite the ENSANUT survey showing that calcium is a key nutrient lacking in the Mexican diet, especially in children. The brands we analysed are amongst the most popular cereals bought by parents in Mexico for their children.

Table 2: Variation (%) in micronutrient composition, 2013-2018

Table 2: Variation (%) in micronutrient composition, 2013-2018

	Vitamin A	Vitamin C	Vitamin D	Vitamin E	Vitamin B1 Thiamin	Vitamin B2 Riboflavin	Vitamin B3 Niacin	Vitamin B6	Vitamin B9 Folic acid	Vitamin B12	Calcium	Iron	Zinc
	+133%	0%	↗	+150%	-100%	-100%	-100%	-100%	-60%	+40%	+7%	-20%	+67%
	+75%	-17%	↗	-100%	-100%	-100%	-100%	-100%	-64%	0%	-100%	-50%	+25%
	-100%	-100%	↗	-100%	+14%	-100%	-100%	+14%	-64%	0%	-100%	-50%	-100%
	-60%	-100%	0%	↗	-100%	-100%	-100%	-100%	-70%	-53%	↗	-56%	↗
	+67%	-40%	↗	-100%	-20%	-20%	-20%	-20%	-70%	-20%	-100%	-60%	+50%

Source: Product labels

↗ When we state 'increase' it is because the levels of micronutrients were not available for 2013, therefore it was not possible to quantify the increase.

Considering Mexican legislation requires micronutrient levels to be stated on labels of any fortified foods, we have assumed that it is unlikely the product contained any additional nutrients in 2013, if no information was stated on the label at that time. If information is given in 2018, we have thus assumed this is de facto an increase albeit an unquantifiable one.

You claim that you “regularly make modifications to [your] portfolio to comply with these requirements and rebalance around evolving nutritional deficiencies and needs as communicated to [you] by regional health authorities and our consumers”. From our analysis and from your response in the media it is not clear exactly how Kellogg’s has followed the nutritional needs of local populations or the studies of health authorities in 'rebalancing' your products in Mexico. For this reason, we would like to ask why Kellogg's has removed essential nutrients for which deficiencies amongst Mexican children and adults continue to exist. Furthermore, in the light of these findings, we would like to know if you are planning to make any changes to the nutritional composition of your product portfolio in the future.

We would appreciate if you could respond to this letter by 25 March and we remain at your disposal for any additional information.

Yours sincerely,

Nuša Urbančič, **Campaigns Director, Changing Markets Foundation**
 Jamila Brown, **Communications Director, SumOfUs**
 Yatziri Zepeda, **Founding Partner, Proyecto AliMente**