

# Kellogg's®

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**Kellogg (Aust.) Pty Ltd  
National Packaging Covenant MKII  
Action Plan 2007 - 2010.**



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## 1. Foreword

Kellogg's NPC Action Plan targets improvements in line with the relevant Key Performance Indicators outlined in Schedule 2 of the National Packaging Covenant : 'A Commitment to the Sustainable Manufacture, Use and Recovery of Packaging, July 2005 - June 2010'.

Kellogg recognises that resource efficiency is a principal element of waste management. In its endeavour to make more efficient use of materials and avoid unnecessary consumption, Kellogg supports the principles of reduce, reuse and recycle.

In accordance with the aims of the Covenant, Kellogg will endeavour to improve total environmental performance and lifecycle management of consumer packaging and production related materials by pursuing environmentally focused performance goals aiming to;

- Improve efficiencies and performance with regard to the total weight of packaging sold by Kellogg into the Australian market and the total weight of products packaged.
- Improve the design, manufacturing, marketing and distribution of our products to minimise the environmental impacts of packaging.
- Identify and review changes to protection, safety, hygiene, shelf-life or supply chain considerations affecting the amount & type of packaging we use.
- Determine and improve the total weight of "non-recyclable" consumer packaging sold by Kellogg into the Australian market.
- Increase re-use and recycling of used packaging materials.
- Reduce the use of non-recyclable materials.
- Reduce the amount of used packaging materials going to landfill.
- Reduce the incidence of packaging becoming litter.

Kellogg (Aust.) Pty Ltd recognises and adopts the principles of the Environmental Code of Practice for Packaging, (EcoPP), in acknowledging that packaging should be designed to have the minimum net impact on the environment in terms of waste, water, energy and emissions, while also fully preserving the integrity of the product it contains. Kellogg accepts the concept of product stewardship and shared responsibility through the lifecycle of our products and adopts these accountabilities through our ongoing support of the National Packaging Covenant as reflected in this Action Plan.

**David Denholm**  
Managing Director  
Kellogg (Aust) Pty Ltd

**Wendell Horner**  
Supply Chain Director  
Australia & New Zealand  
Kellogg (Aust) Pty Ltd



## 2. Background & Context

Kellogg (Aust.) Pty. Ltd. have been a signatory of the National Packaging Covenant, (NPC), since 2001. Kellogg supports the principles of product stewardship and shared responsibility and continually aims to improve environmental performance across our manufacturing operations. Kellogg's commitment to the NPC has the support of the Kellogg Australia Board of Directors and aligns with the objectives of the Kellogg Company Environmental Policy.

Kellogg, (Aust.), Pty. Ltd. manufactures a number of cereal and nutritious snacks products and has been providing food for the Australian community since 1924. Kellogg has two manufacturing facilities in Australia. Ready to eat cereal products are manufactured at Botany in Sydney, New South Wales whilst a wide range of nutritious snacks products are manufactured at Charmhaven on the NSW Central Coast. Our products are distributed around Australia and to New Zealand and the Asia-Pacific region.

Kellogg is an innovative company providing quality foods based on wholesome grains, nuts and fruits for a healthier world. Kellogg's acknowledges quality as a critical factor from farm to supermarket shelf and has implemented rigorous programs to assure the high standards of quality, safety and consistency consumers have come to expect from the Kellogg label.

Further information regarding Kellogg's Australian operations can be directed to ;

Australia and New Zealand  
Consumer Services  
Reply Paid 2975  
Melbourne 8060

Telephone: 1800 000 474

For information pertaining to Kellogg's NPC Action Plan and NPC Action Plan Report inquiries may be directed to ;

Matt McGinness  
Environmental Manager - Asia Pacific  
Kellogg (Aust) Pty Ltd  
41-51 Wentworth Avenue,  
Pagewood, NSW, 2035

Ph (02) 9384 5555



### 3. Major Brands

Kellogg's products include some of the most instantly recognisable domestic brand names in the cereal and nutritious snacks marketplace. A long history based on reliability and quality has seen Kellogg market numerous products using brand names that are well known to Australian consumers including;

- All-Bran ® cereal
- Bran Flakes cereal
- Coco Pops ® cereal
- Corn Flakes cereal
- Crispix ® cereal
- Froot Loops ® cereal
- Frosties ® cereal
- Guardian ® cereal
- Just Right ® cereal
- Komplete ® cereal
- K-time ® bars
- K-time Muffin Bars ® products
- K-time Twists ® bars
- LCMs ® bars
- Mini-Wheats ® cereal
- Nutri-Grain ® cereal and bars
- Rice Bubbles ® cereal
- Special K ® cereal and bars
- Sultana Bran cereal
- Sustain ® cereal