



David Mackay  
President  
Chief Executive Officer

June 27, 2008

Mr. Ronnie Cummins  
National Director  
Organic Consumers Association  
6771 South Silver Hill Drive  
Finland, MN 55603

Dear Mr. Cummins:

Thank you for your recent letter dated June 12 regarding biotech ingredients.

While we don't currently use sugar from genetically engineered sugar beets, it's important to note that there is worldwide scientific consensus that there are no safety concerns with the currently commercialized genetically modified agricultural products on the market, including sugar. The World Health Organization, the Food and Agriculture Organization of the UN, the U.S. National Academy of Sciences, and the American Medical Association all share this assessment.

Being a global organization, our focus has always been on meeting the needs of our consumers worldwide and being responsive to a variety of consumer preferences. Our decisions on whether or not to use biotech ingredients are made on a market-by-market basis and depend on a variety of factors specific to each market.

Consumer preference is the critical factor Kellogg uses in determining the products being provided in each market, and those preferences are not the same in every country. Ms. Charles was referring to a U.S. study conducted in September 2007 by the International Food Information Council stating that U.S. consumer "concerns about the usage of biotech ingredients in food production are low." Public acceptance of biotechnology in Europe is lower than in the United States. As a result, all Kellogg products sold in Europe are free of any ingredients derived from biotech sources.

All of our products comply with the food labeling requirements in the markets in which they are sold throughout the world.

We are as committed today to protecting and promoting consumer confidence in our products as our founder, W. K. Kellogg, was when he had his name placed on every product as his personal assurance of quality.

Thank you for taking the time to share your organization's point of view and for allowing Kellogg Company to respond in kind.

Best regards,

David Mackay

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