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United States Department of Agriculture

USDA's  
93rd  
Annual

# Agricultural Outlook Forum

## A New Horizon: The Future of Agriculture

February 23-24, 2017 • Crystal Gateway Marriott Hotel, Arlington, Virginia

Presentation from the USDA Agricultural Outlook Forum 2017

United States Department of Agriculture  
93<sup>rd</sup> Annual Agricultural Outlook Forum  
“A New Horizon: The Future of Agriculture”

February 23-24, 2017  
Arlington, Virginia



What's your question?

ASK US NOW

VISIT US



WHY WE'RE OPEN

NUTRITION

GIVING BACK

SUSTAINABILITY

# Kellogg's

• COME ON IN •

# We're open for you!

USDA Ag Outlook Forum  
Making Decisions in a Changing Climate



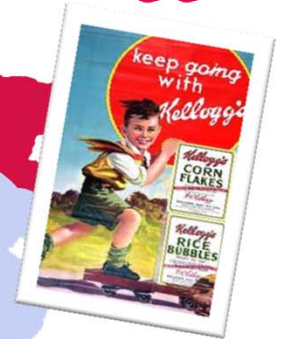
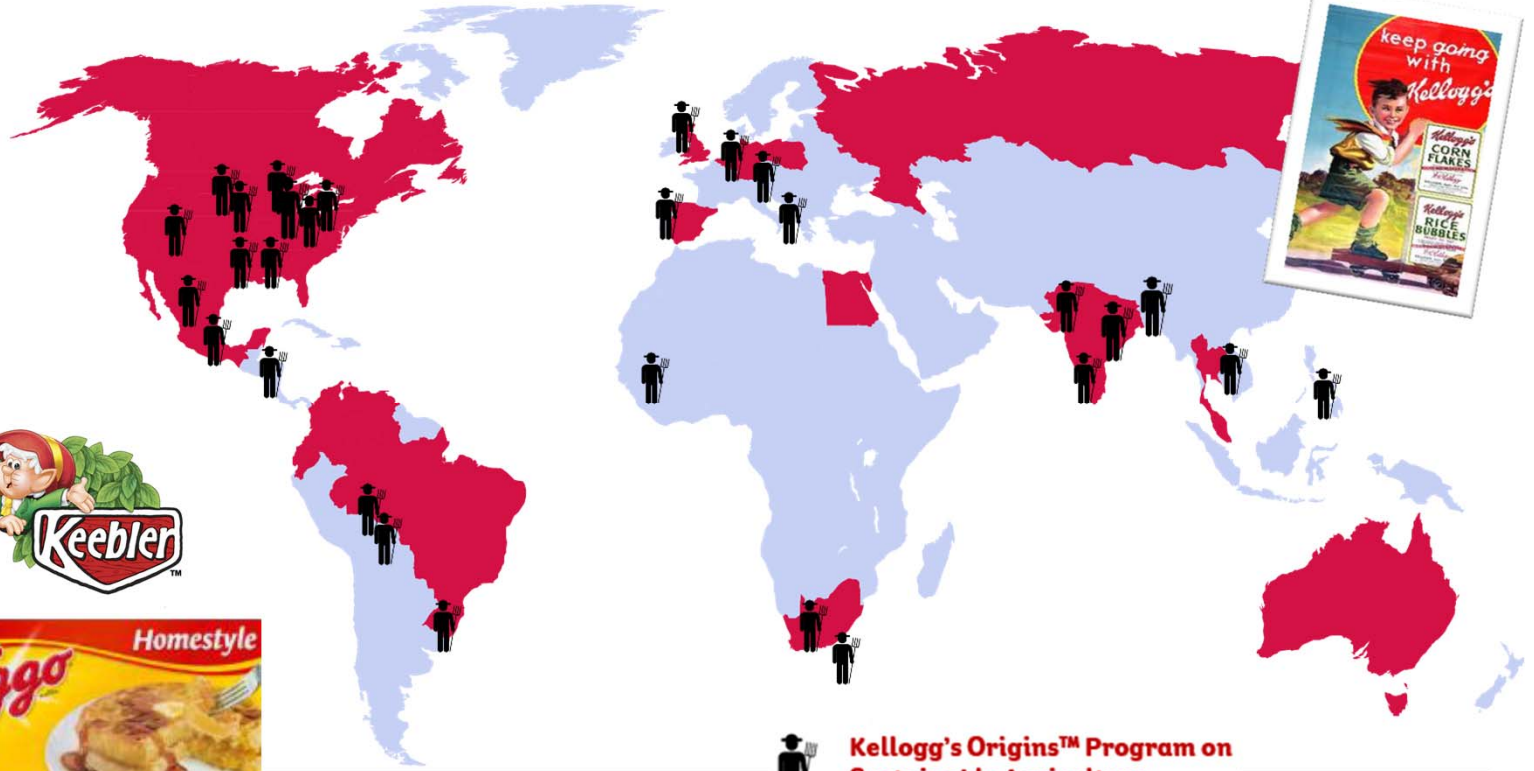
# Bringing 1,600 foods to over 180 countries

*Kellogg's*



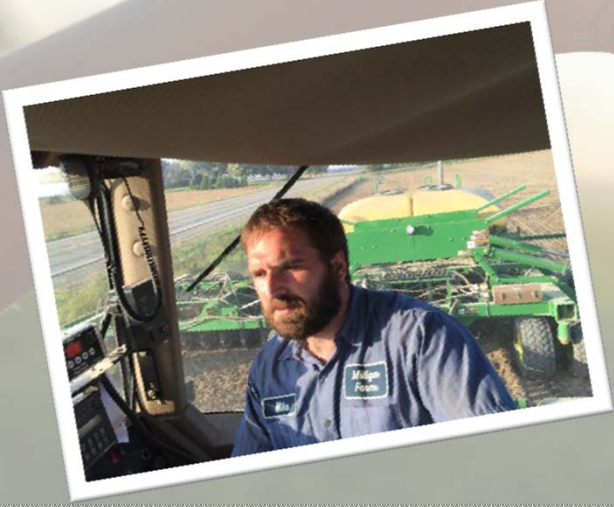
**Kashi**

**Morning Star Farms**





*Kellogg's*





*Kellogg's*





# Fighting Hunger, Feeding Potential

*Kellogg's*

*Kellogg's* Breakfasts for  
**Better Days**<sup>™</sup>

**Fighting Hunger, Feeding Potential**  
**Creating 300 Billion Better Days**  
**for People Around the World**





*Kellogg's*



WE'VE PLEDGED TO HELP  
HALF A MILLION  
**FARMERS**  
ADOPT CLIMATE  
SMART AGRICULTURE

A smaller image of a farmer wearing a hat and a light-colored shirt, standing in a field of crops.

WE'VE PLEDGED  
  
TO RESPONSIBLY SOURCE  
**10 PRIORITY  
GLOBAL INGREDIENTS**  
BY 2020

A background image of a green field of crops, likely corn or soybeans.



# Working Together Through Partnerships



## Midwest corn projects encourage sustainable agriculture

Project Start Date: 2009  
Story Updated: November 2016

**The Opportunity:**  
Most of the corn in Kellogg's Corn Flakes® and Kellogg's Frost® Flakes® is grown in the Midwest states of Nebraska, Illinois, Indiana, and Kansas. In 2009, we partnered with one of our main corn suppliers, Bunge, to launch the CornWatch® program. Bunge regularly helps farmers track key environmental metrics like nutrient, water, and waste management and meets with farmers to offer opportunities to explore practices that could provide benefits to farms and influence the environment. Programs like these are win-win-win for farmers growing corn for Kellogg cereals, suppliers, and Kellogg, and we still support these projects with Bunge.

**The Project:**  
Kellogg currently collaborates with Bunge to track and analyze sustainability metrics and measure continuous improvements happening on farms that supply the corn mills in Crete, NE, Danville, IL, and Ashburn, KS. In order to accomplish this work, Kellogg and Bunge use the Fieldpoint® tool of the non-profit organization, Field to Market®, in fact Kellogg is a member of the Field to Market Alliance for sustainable agriculture and participated in the development of the Fieldpoint® platform to record metrics like water usage, soil erosion, greenhouse gas emissions, and crop progression.

When we first started working together, Bunge and Kellogg engaged a handful of farmers in the Crete, Nebraska region. The project then expanded in 2012 with the creation of Bunge's CenterPoint® program, which focuses on improving corn as an ingredient. The popularity of the program increased over time, doubling farmer participation in the program by 2013.

[Read more about Randy Weber](#)

**Impact Snapshot:**  
• Corn sustainable  
• Bunge, Kellogg  
• Over 75 farmers  
• Meets for corn



## Water and Soil SUSTAIN™ Project Kicks Off in Nebraska

Project Start Date: 2016  
Story Updated: November 2016

**The Opportunity:**  
From Environmental Defense Fund (EDF), we learned that 27% of US rivers and streams have a level of nitrate in large part by agricultural production, which is a toxic algal contamination and water. Since fertilizer loss to the soil is a major challenge for water quality stability, with about 40% of fertilizer being off due to rain or unreciprocating soil to find effective means to help the fertilizer efficiency on their farms is a high yield. Partnering with farmers is one way Kellogg does this. We those companies that sell products fertilizer to farmers, but also give us practices. Recent studies have about 80% of farmers turn most often to influence their fertilizer decisions.

**The Project:**  
Kellogg, Land O' Lakes, and EDF are working together on a project in Nebraska to connect farmers to the SUSTAIN platform and connect those results to Kellogg sustainable sourcing initiatives to drive adoption of improved farm management practices. The initiative focuses on training ag retailers in Nebraska how to engage farmers with tools, technologies, and practices for fertilizer optimization and improved soil health without sacrificing yields. It also communicates to farmers about the value of SUSTAIN and other sustainability programming to farmers and the environment. Finally, it documents the impact of SUSTAIN with these farmers.

**The Results:**  
Premier and Lumar Fertilizer are the first two ag retailers to sign up and be trained on the program, with a focus on Southern Nebraska and a goal to reach around 750 farmers over 1MM acres over time.

**Impact Snapshot:**  
• Is a long-term project that is just kicking off  
• Targeting around 750 farmers over 1MM acres

[Check out: meet a local participant, EDF, Land O' Lakes, and Bunge](#)



## Pacific Northwest Wheat Project Measures Continuous Improvement in Sustainable Agriculture

Project Start Date: 2016  
Story Updated: November 2016

**The Opportunity:**  
In the summer of 2016, the Kellogg's Origins™ Pacific Northwest Wheat Project was launched with supplier Ardent Mills. Wheat from Ardent Mills is used to make various Special K® and Raisin Bran® foods. Through this program, Kellogg and Ardent Mills partner with wheat farmers in our supply chain to measure on farm continuous improvement over time against key environmental metrics.

**The Project:**  
The Kellogg's Origins Pacific Northwest Wheat Project uses Field to Market's Fieldpoint® calculator to better understand and communicate how farming choices affect overall sustainability performance and operational efficiency. "Field to Market: The Alliance for Sustainable Agriculture" works to create opportunities across the agricultural supply chain for continuous improvements in productivity, environmental quality, and human well-being. Kellogg is a member of this alliance and participated in the development of the Fieldpoint calculator to record metrics like water usage, soil erosion, greenhouse gas emissions, and crop progression. The Kellogg's Origins Pacific Northwest Wheat Project aims to measure the agricultural practices of 15 farmers across 15,000 soft white winter wheat acres in southeast Idaho and northern Utah during its first year.

**The Results:**  
Through this program, Kellogg is working with farmers like Scott Seoria, a third generation potato and wheat farmer from Shelley, Idaho, to measure continuous improvement in sustainable agriculture practices on his 3,500 acre farm.

**Impact Snapshot:**  
• Initial results expected in 2017  
• Program targeting 15 farmers and 15,000 soft white winter wheat acres



Farmer Scott Seoria in his wheat field








# Kellogg's Origins™ Great Lakes Wheat Program



**Justin K., Schluckebier Farms  
Frankenmuth, Michigan**



Pictured: Congressman John Modderman, Mike Gunnar, Watershed Technician from Greater Conservation District, and Rich Bowman from The Nature Conservancy discussing the initiation of the Saginaw Bay Watershed Conservation Partnership.



## The Saginaw Bay Watershed Conservation Partnership Brings expertise to wheat farmers

**Project Start Date:** 2015  
**Story Updated:** November 2016

**The Opportunity:**  
The 2014 Farm Bill authorized the creation of a new program – the Regional Conservation Partnership Program (RCPP) – that promotes coordination between the National Resources Conservation Service (NRCS) and its partners to deliver conservation assistance to farmers and landowners. With \$1.2B in USDA funds available for farmers through 2018, companies, universities, non-profit organizations, and local governments are partnering to contribute matching funds and implement regional projects to improve soil health, water quality and water use efficiency, wildlife habitat, and other related natural resources on private lands.

Kellogg is part of several RCPP projects in the regions in which we source, and one of them is the Saginaw Bay Watershed Conservation Partnership (SBWCP). The Saginaw Bay watershed is the largest drainage basin in the state of Michigan, the home state of Kellogg Company and a source of wheat for Kellogg's® foods. The watershed contains the largest contiguous freshwater coastal wetland system in the U.S., spanning 5.5MM acres and 22 counties. This watershed supports a diversity of wildlife, wetlands, and some of Michigan's most productive farmland – including farmland that supplies the wheat for Kellogg's® Special K® and Frosted Mini-Wheats® cereals. Protecting the watershed is important to the wildlife and farmers that depend on it, most especially because the Saginaw River and Bay were designated as an "Area of Concern" by the Environmental Protection Agency (EPA) due to contamination and degraded fisheries resulting from years of heavy human and industry usage.

**The Project:**  
The RCPP's SBWCP will provide \$20MM to farmers in the watershed to implement conservation practices intended to improve water quality through reduction of excess nutrients and sediment. Improving water quality will benefit both wildlife and the farms themselves, which is why the non-profit conservation organization, The Nature Conservancy (TNC), supports implementation of the Partnership along with the Michigan Agri-Business Association. Kellogg is a Gold level sponsor of the RCPP project by funding TNC, which has protected nearly 120MM acres of land and thousands of miles of rivers worldwide since its founding in 1951.

**The Results:**  
Kellogg's sponsorship with TNC supported training for 65 crop advisors and 10 NRCS field staff in the Saginaw Bay watershed, who engage hundreds of farmers every year – including those who supply wheat for Kellogg's® Frosted Mini-Wheats and Special K cereals. TNC was also able to bring this education to five agribusiness conferences, attended by nearly 200 landowners.

As a result of this work and online video training for crop advisors, 33 projects were enrolled in the Partnership, spanning over 13,700 acres. \$1.5MM in financial assistance was given, the majority towards implementation of cover crops, nutrient management, and conversion to no-till methods of planting. Mulch tillage and drainage water management were also practices selected by participants to try. The Partnership is truly off to a great start in protecting this valuable watershed for wildlife and farmers alike.

**Impact Snapshot:**

- 33 projects in RCPP spanning over 13,700 acres
- Trained and engaged around 500 people
- \$1.5MM in financial assistance given by USDA

More info on the SBWCP [HERE](#). Training and education videos about the SBWCP [HERE](#).



# Midwest Row Crop Collaborative



**Matt R.**  
*Nebraska Corn & Soybean Farmer*

**Midwest Partnership Supports Wheat, Soy and Corn Farmers in Protecting Water, Soil and Habitats**



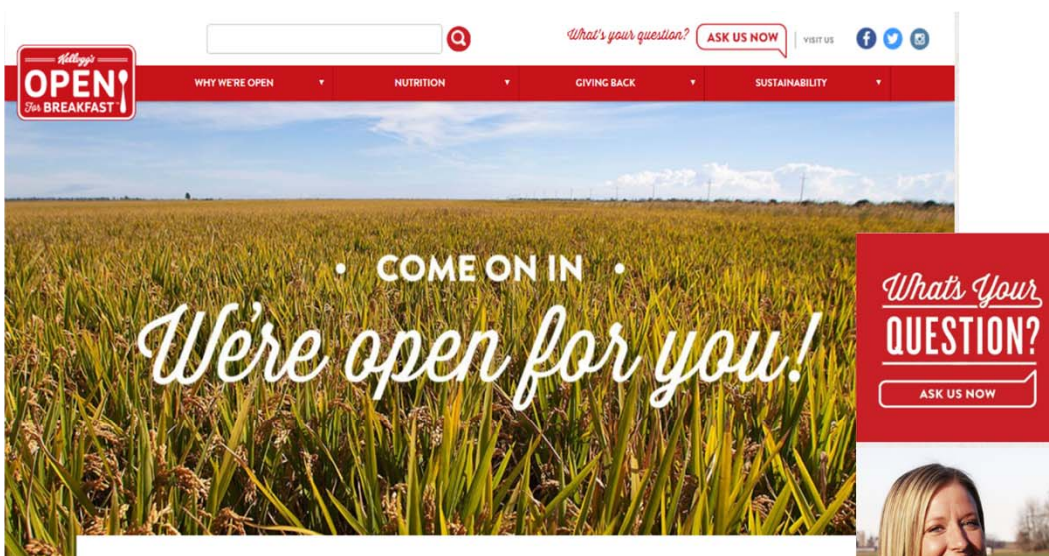
**MIDWEST  
ROW CROP  
COLLABORATIVE**





# Open For Breakfast

Kellogg's



KELLOGG'S CORN FLAKES:  
HOW THEY'RE MADE

We love mornings. And we're doing everything we can to make your mornings the best they can be – so we can earn a seat at your table every day. That's why we're here to listen to you and hear what's on your mind. So pull up a chair, let's talk.  
**GET ANSWERS TO YOUR QUESTIONS >**



[www.openforbreakfast.com](http://www.openforbreakfast.com)



# Sharing the US Farmer Story

*Kellogg's*



*Justin Krick, Schluckebier Farms  
Frankenmuth, Michigan*



*Rita H.,  
Gentner-Bischer Farms  
Ruth, Michigan*

## FARMER SPOTLIGHTS



*Mike M.  
Milligan Farms  
Cass City, Michigan*



*Kellogg's*

Thank You

