

# Kellogg Workers

# UNITED

## Kellogg's



vs.

## Kellogg's



# “VALUES”

# ACTIONS

**Over the last half-century the Kellogg Company has deliberately built a reputation as a first-class employer,**

a pillar of the community and a good corporate citizen. Along with its involvement with the W.K. Kellogg Foundation and the WKKF Trust, Kellogg is involved in philanthropic and charitable efforts to feed, clothe, shelter and educate poor and vulnerable children and youth.

**But actions speak louder than words,**

and its actions over the last fifteen years show that Kellogg looks more like a large Wall St. bully, than a kind, benevolent employer. Gone is the cereal

company based in Battle Creek that reinvested profits and treated employees like they were part of the Kellogg family. In its place is a \$14 billion dollar global snack giant spanning the globe that puts profit ahead of people; funnels those profits to its wealthiest shareholders; and leaves communities and families devastated in its wake.

Kellogg's new legacy: Longtime workers thrown to the street. Families without health insurance. Announced plant closings before Christmas. Communities left empty. Children left with nowhere to turn. Jobs shifted to low-wage countries.

**This is not the legacy that W.K. Kellogg would have wanted.**



# What Kellogg SAYS

vs.

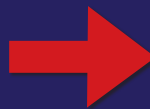
# What Kellogg DOES



~ hypocrisy in action ~

“Our people are the source of our strength”.

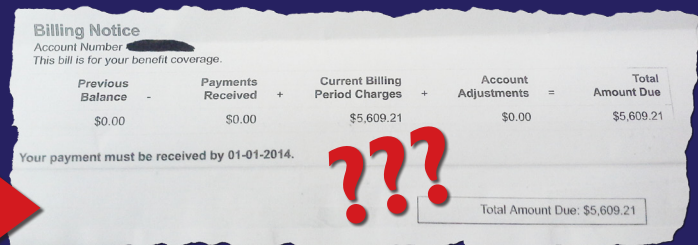
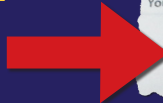
– CEO John Bryant, Chairman Jim Jenness, 2012 Annual Report



▲ Kellogg employees picket outside the Memphis, Tenn. plant after being **locked out of their jobs** on Oct. 20th for not agreeing to major concessions. (Photo credit: Karen Focht, The Commercial Appeal, Memphis, Tenn.)

“The health and wellness of employees is important to Kellogg...”

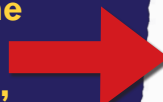
– Kellogg Company Website, Employee Well-Being [kelloggcompany.com](http://kelloggcompany.com)



▲ Dec. 10th medical bill sent to a Memphis Kellogg worker. Locked out workers immediately **lost their health insurance** and have been forced to pay astronomical out-of-pocket expenses. Some families are paying thousands of dollars per month to care for sick children. Others have delayed needed procedures.

“We concentrate our philanthropic efforts on the communities where our employees live and work”

– Kellogg Company Website, Community [kelloggcompany.com](http://kelloggcompany.com)



▲ Headline from the Financial Post on Dec. 10th, after workers in London, Ont. and Charmhaven, Australia were abruptly informed two weeks before Christmas that their plants would be closing, impacting the economies of both communities. [business.financialpost.com](http://business.financialpost.com)

