



Kellogg's

Locations: Michigan (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

The Kellogg Company, known as Kellogg's, vets vendors according to LGBTQ policies, and is part of the Global Alliance for Responsible Media. It does not provide its employees with protections against viewpoint discrimination, but has not publicly terminated business relationships based on views or beliefs in recent years. The company covers travel costs for employee abortions and covers the cost of "medically necessary transition-related care" for its employees and their children. Kellogg's pledged \$90 million to BLM and related causes such as the Tides Foundation. Kellogg's uses its reputation and corporate dollars to support LGBTQ causes and organizations. The company pulled all of its ads from conservative news sites. However, Kellogg's has not used its PAC contributions for ideological purposes. For these reasons, Kellogg's receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **High Risk**

Kellogg's received a score of 100 on the Human Rights Campaign's (HRC) Corporate Equality Index. Among other requirements, this means the company has pledged to vet vendors based on LGBTQ policies (1)(2)(3)(4)(5). In 2016, Kellogg's pulled all of its ads from Breitbart News, a conservative news network, along with a number of other companies (6)(7).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **Lower Risk**

Kellogg's does not discriminate against faith-based charities in its charitable giving (1). The company does not match employee donations but offers grants to charities based on employee volunteer work (2). The corporate foundation does offer employee matching without religious bias (3).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Kellogg's does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

In 2021, Kellogg's ran a partnership with GLAAD featuring "pride" cereal and boxes where customers could fill in their own pronouns (1). It has featured pride ads and advocated for the cause for years (2)(3). Kellogg's has also corporately embraced critical race theory and similar ideologies, pushing these messages on employees (4). It corporately advocates for the Equality Act and transgender participation in sports (5)(6). Kellogg's also advocated against North Carolina's 2016 bathroom bill (7). The company signed an open letter opposing a Florida bill that would prevent teaching gender identity and sexual orientation in schools to kids in K-3rd grade (8).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Kellogg's covers travel costs for employee abortions (1). The company has a perfect score on the HRC's 2022 Corporate Equality Index. This score indicates the company covers the cost of "medically necessary transition-related care" for its employees and their children (2)(3). The company is a member of the Global Alliance for Responsible Media (4)(5)(6). Kellogg's Foundation also pledged \$90 million to the Black Lives Matter movement and related causes, including the BLM organization itself, the Tides Foundation, and other related advocacy groups (7)(8)(9). In 2021, the company ran a partnership with GLAAD featuring "pride" cereal and boxes where customers could fill in their own pronouns; this partnership raised funds for GLAAD (10). Kellogg's is a corporate partner of the National LGBT Chamber of Commerce (11).

Uses corporate political contributions for ideological, non-business purposes.**Lower Risk**

The Kellogg Company has not used its PAC donations for ideological purposes (1)(2).

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