



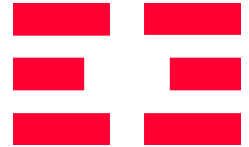
Kellanova (Kellogg's)

Subsidiaries: Pringles, Pop Tarts

Locations: Illinois (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

On October 2nd, 2023, Kellogg's split into two companies, WK Kellogg Co, which owns the North American cereal division, and Kellanova, which owns the rest of Kellogg's brands. Actions taken as Kellogg's that are not related to its cereal brands are kept as Kellogg's while actions taken since the split by Kellanova are marked as Kellanova. Kellogg's scored a 100 on the Human Rights Campaign's (HRC) Corporate Equality Index (CEI). By complying with the HRC's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Kellanova forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Kellogg's does not provide viewpoint protections for its employees. The company is part of the Global Alliance for Responsible Media and pulled ads from a conservative news network in 2016. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Kellogg's over discriminatory practices in hiring. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Kellogg's pledged \$90 million to BLM and related causes such as the Tides Foundation. Kellogg's signed an open letter in support of the Equality Act. The company embraces Critical Race Theory and is a corporate partner of the National LGBT Chamber of Commerce (NGLCC). Kellogg's opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The company is a silver partner of PFLAG. For these reasons, Kellanova 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 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit(1)(23)(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. **High Risk**

Kellogg's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual

identity policies (1)(2). Kellanova does not appear to discriminate against religious organizations in its charitable giving (3)(4)(5).

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

High Risk

Kellanova does not provide viewpoint protections for its employees (1). Kellogg's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (2)(3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Kellogg's over discriminatory practices in hiring (4)(5).

Corporate Governance and Public Policy

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

High Risk

Kellogg has corporately embraced critical race theory and similar ideologies and opposed North Carolina's 2016 bathroom bill (1)(2). Kellogg's signed an open letter in support of the Equality Act (3). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (45). The company's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (6)(78).

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

High Risk

Kellogg's provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3). Kellogg's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Kellanova is a member of the Global Alliance for Responsible Media (6)(7)(8). The company also pledged \$90 million to the Black Lives Matter movement and related causes (9)(10)(11). The company is a corporate partner of the National LGBT Chamber of Commerce (NGLCC) (1213)(14)(15).

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

High Risk

Kellogg's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Kellanova has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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