



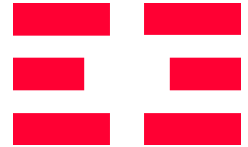
# Kellanova (Kellogg's)

Subsidiaries: Pringles, Pop Tarts

Locations: Illinois (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

## DESCRIPTION:

Kellanova is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Kellanova embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled 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**

*Kellanova received a score of 100 on the 2025 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)(2). Kellanova was a member of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "vilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech" (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. High Risk**

*Kellanova's HRC 2025 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 charitable organizations based on views or beliefs (3)(4)(5).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Kellanova's HRC 2025 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 gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). In August 2023 America First Legal filed a letter with the EEOC requesting a civil rights investigation into Kellogg's over discriminatory practices in hiring (3)(4). Kellanova's Chairman and CEO signed Catalyst's Champions for Change pledge, indicating its support of DEI in its leadership composition through the establishment of gender and racial targets (5)(6). Kellanova appears to prioritize*

diversity over merit in its business structure through the establishment of gender and racial targets for its hiring and leadership composition. Kellanova is seeking "50/50 gender parity at the management level and 25% "People of Color" in the United States and globally by the end of 2025" (7)(8). The company does not provide viewpoint protections for its employees (9).

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.**

**High Risk**

Kellanova's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Kellogg has corporately embraced critical race theory and similar ideologies and opposed North Carolina's 2016 bathroom bill (3)(4). Kellogg's signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (5). 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 (6). Kellogg's opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (7). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (8). In 2019, the W.K. Kellogg Foundation launched "Expanding Equity", an online platform to help transform companies "into more equitable places of opportunity" through various DEI initiatives (9). Kellogg's CEO, Steve Cahillane, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (10)(11). Kellanova supports DEI within its business practices. From its job postings: "Our focus on Diversity, Equity and Inclusion enables us to build a culture of belonging, where all employees have a seat at the table and are inspired to share their passions, talents and ideas for work" (12)(13)(14). Kellanova is committed to net zero emissions by 2050 (15)(16). Kellanova featured drag queen RuPaul on Cheez-It boxes in 2022 (17)(18).

**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 that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3). Kellanova's HRC 2025 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (4)(5). Kellanova was 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) (12). Kellogg's is a silver partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child's gender dysphoria or prevent unapproved transgender medical treatments for minors (13)(14)(15).

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes.**

**High Risk**

Kellanova's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, s

tate or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Kellanova has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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