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We are issuing our second comprehensive “Report Card” on how Kellogg Garden Products has scored on environmental protection and overall Corporate Social Responsibility. Our collective respect for the planet is inherent in everything we do, from the products we sell, to our team members, and our focus on Helping People Grow Beautiful & Healthy Gardens – Organically®.

As Kellogg continues to grow, so does our responsibility to reduce our environmental footprint and to increase the positive impact we have on the planet. In our daily operations we measure and assess our impact on water, energy, and resources – seeking continuous improvement in multiple areas. In terms of our product offering, Kellogg is deepening our impact by growing the organic category for gardeners throughout the country.

- Kellogg consistently operates a CARBON NEGATIVE business model, preventing more than 250,000 tons of CO₂e annually from being released into the air.
- Use of Kellogg Garden Organics as compared to chemical-intensive gardening saves consumers 2.8 billion gallons of water annually.
  - 1,350,000 gallons of rain water is recovered and used in Lockeford
  - 1,500,000 gallons of grey water is recovered and used in Ontario
- Our Green Purchasing Policy seeks recycled content in virtually every product used on site.
- Zero Waste Initiatives at all plants under our operational control result in 99.995% of all materials passing through the plants leave as products – Zero Waste.
- Educational Outreach: Encouraging the next generation of Gardeners through educational seminars, school gardens, and over 40,000 “consumer touches” annually.

The impact is deep and lasting – over 15 million (OMRI listed and OIM certified) organic soils and fertilizers were used to grow healthy vegetables, flowers, trees and landscapes last year. It is tremendously exciting to generate products that save significant amounts of water, energy, and waste, while contributing to clean water, air and the joy and health of home-grown food.

We are on a journey, pursuing the goal of returning this great planet to its Garden of Eden status, drawing on the dreams of the two previous generations, and bringing today’s technologies and environmental braintrust together to improve our impact - one decision at a time.

Please, join us on our journey.

Hap Kellogg & Kathy Kellogg Johnson

OWNERS OF KELLOGG GARDEN PRODUCTS
H. Clay Kellogg founded Kellogg Supply in Santa Ana, CA based on his belief in recycling organic matter to make fertile soil.

1925

Kellogg purchases land in Carson, CA to process growing demand for Nitrohumus by orange farmers.

1928

Company headquarters established in Garden Grove, CA.

1928

Kellogg encourages Americans to “Grow More in 44!” Victory Gardens produced 40% of vegetables consumed during WWII.

1944

Kellogg purchased Globe Fertilizer and began selling 100 lb paper sacks of Nitrohumus.

1955
H. Clay Kellogg Jr. joins his father in the family business and incorporates as Kellogg Supply Inc.

H. Clay Kellogg works with Walt Disney to create a unique soil for Disneyland's Jungle Cruise. Gromulch is born!

Kellogg establishes playing fields for Dodger Stadium, Angel Stadium, and Los Angeles Coliseum.

People from all over the world visit Kellogg, the largest composting facility in the world.

Heritage Museum of Santa Ana is established in H. Clay Kellogg's childhood home.
After the passing of H. Clay Kellogg Jr., Janice Kellogg serves as President and CEO, H. Clay “Hap” Kellogg as Vice President, and Kathy Kellogg as Corporate Secretary.

1987
Kellogg begins giving 10% of their annual profits to a number of charitable programs.

1990
H. Clay “Hap” Kellogg moves from Vice President to President & CEO. Janice Kellogg becomes Chairman of the Board.

1991
Kellogg adds Ontario facility.

1992
Kellogg sales team wins an unprecedented 6th Supplier Tradesman of the Year award for its 70th anniversary.

1995

HELPING PEOPLE GROW BEAUTIFUL LANDSCAPES & GARDENS

1999
Gardner & Bloome product line is launched and Lockeford, CA plant is constructed

2005
The green industry names the Janice Kellogg Rose - honoring the 80th Anniversary

2005
A 24 acre expansion consolidated all Southern California packaging to Ontario

2012
Kellogg commits to full organic certification for all products at all facilities

2014-2016
Kellogg launches national footprint with signature line

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In 1925 our founder, H. Clay Kellogg, was an orange farmer with a deep appreciation for the bountiful potential of soil, water, and sun. The earth’s richness was the source of his success. His utilization of the soil-renewing material discovered in a nutrient laden riverbed—a material that eventually became known as Nitrohumus®—helped change farming into sustainable agriculture.

Building on his father’s work before him, H. Clay Kellogg Jr. found ways to convert wasted natural materials into useful, earth friendly products. He turned bark that was being burned by sawmills into decorative ground cover that reduces water use and fights weeds. He also transformed discarded rice hulls into fertile composted garden soil. His fusion of environmental awareness and gardening know-how are deeply rooted in our philosophies today.

The Kellogg legacy continues these same environmentally friendly approaches—from our manufacturing processes to consumer products, as well as through community education and philanthropy efforts. The pioneering spirits of our founders live on.
Kellogg Garden Products created the first Eco Action Committee and began tracking, reporting and implementing sustainability initiatives. This committee identified the company’s best sustainable practices, future opportunities, and identified strategies for improving the impact we have on the environment.

In 2016, we established “Sustainability” as a corporate value. Much like “Safety”, these values are not departments in the company but the daily responsibility of each and every employee. We have a culture of empowerment, each employee self-determines how they embrace sustainable choices in their sphere of influence.

“A Culture of Sustainability”

Educational Outreach

Kellogg’s devotion to education continues based on the philosophy of H. Clay Kellogg Jr. Our sales team continually educates customers, we have a dedicated organic specialist and a marketing team that provides information for consumer education. Annually, through our educational outreach programs, we educate over 40,000 people interested in an organic approach to gardening.

“H. Clay Kellogg Jr. believed that education was the key to becoming a successful gardener.”
Our corporate value of sustainability is comprised of three important ingredients: social equity (people), economic health (prosperity), and environmental stewardship (planet). Collectively, these ingredients are the foundation for our quality of life. In order for a community to thrive not just today, but tomorrow as well, the commitment to sustainability must be strong.

We believe in practicing environmental integrity and preserving natural resources. We’re passionate about investing in our people and protecting our environment. We plan on sustaining this legacy for generations to come while we continue to help people grow beautiful and healthy landscapes and gardens organically.
“We’re passionate about investing in our people, protecting our environment, and preserving our natural resources.”

We’ve highlighted what we believe to be the basic human responsibility: to be stewards of the environment.

Our goal is to achieve that responsibility by continuing to strive toward our three key achievements. We will continue to work toward our internal goal of zero waste. We will continue to deepen our commitment to corporate responsibility for environmental stewardship. And we will continue to educate our customers, our community, and organizations we do business with to preserve nature and create a sense of community and connection.
Why Organic?

Think about it....If you think about the way a forest floor enables the redwoods to grow to hundreds of feet tall....it is because of a very rich live environment of fungi protozoa bacteria and nematodes all working together to transport nutrients underneath the leaves and underneath the soil. When the soil biota is alive underneath your grass, it is spongier. The fertilizer is working because the bacteria chew on it and make it available to the roots of the plants on an ongoing basis. Our products feed a living system.

Many people are increasingly drawn to organic soils and fertilizers because it seems “safe,” because their kids and their dogs and maybe even themselves are rolling around on their lawns, playing, wrestling, doing handstands and cartwheels. The way kids play, they get whatever is in their yard in their eyes, mouth, and nose. Most would rather not ingest chemicals unknowingly.

For 50 to 100 years mankind has been negotiating a war against the soil, instead of working with nature to achieve the most productive result. Through science and industry we have been equipped to kill all life beneath our feet (think Weed n Feed). Nitrogen fertilizers have been reduced to chemicals that make plants grow in a sterile environment using the soil just as a physical means of holding up each blade...

“We formulate our products based on what we know about the natural cycles that replenish the soil.”
The real reason to use organics on your lawn and in your yard is because you want the soil beneath each blade of grass to be alive.

When we work WITH the soil, recognize it as a living breathing system in need of food (organic matter) water and oxygen, we quickly see the error of our former ways. This is at the root of the Kellogg “Organic Builds Life” movement. It colors everything we do.

We are encouraged by the energy and commitment of our many loyal customers to gently moving this world towards one with less toxins and more LIFE!
Our Commitment

Water Conservation Our facilities have fully-lined catch basins for the reuse of reclaimed water that is generated on-site. Our plants use 3 million gallons of reclaimed water each year, thus reducing the energy required to meet our company’s water needs—and reducing greenhouse gasses by almost 7 tons per year. As our population continues to grow, the demand for fresh water is important. Using Kellogg soils, mulches, and fertilizers, consumers reduced their water use by almost 3 billion gallons in 2016.

Energy Conservation We installed a complete solar panel system at both our Ontario and Lockeford production facilities. The lighting retrofit program included the installation of new technologies such as occupancy and motion sensors, implementation of timing controls, changing out our outdoor mercury lights for high pressure sodium bulbs, and switching to reduced wattage bulbs in the external areas of the production facilities. The lighting retrofits resulted in saving an average of 95,000 kWh of electricity and reducing greenhouse gas by an additional 178,000 pounds of CO₂.

Resource Recovery Kellogg Garden Products recycles over 300,000 tons of mixed wood, construction debris, digestate from bio-energy plants, cow and poultry manure, stable bedding, guano, fish meal, cottonseed meal, gypsum, rice hulls, green material, coir pith, and bark each year. We continue to look for ways to partner with other companies to include their organic material in our products. Our partnerships not only benefit the local region, but also assist the state, and new geographies in reducing the amount of materials that would otherwise be disposed of in our local landfills.
Zero Waste Recycling  Kellogg Garden Products is a founding member of the U.S. Zero Waste Business Council (USZWBC). Kellogg has consistently diverted 99.95% of waste from landfills. The goal of Zero Waste is to divert all end-use material from landfill, incineration and the environment, while achieving a minimum of 90% diversion based on the standards set by the Zero Waste International Alliance (ZWIA). Kellogg consistently exceeds this standard by over 9%.

“Kellogg has consistently diverted 99.95% of waste from landfills.”
Just a 3” layer of All Natural Garden Soil reduces water use by 30%.

Compost acts as a catalyst to help plants pull CO₂ from the air.
Every 40 lb bag prevents 32 pounds of Greenhouse gas from being released into the air.

*CO₂ emissions (equivalent to 2 gallons of gasoline)

air and into the plant's root zone. Source: Marin Carbon Project
Community Support  As Kellogg Garden Products continues its legacy as a sustainable leader, our company has a long standing reputation for generous giving with product donations to charitable programs, community gardens, and schools. Our support includes donated product, labor, garden design, and direction to various school garden programs. We support programs like Veterans for Trees, The Dream Center in Los Angeles, California Green Communities, The GardeNerd, and the Environmental Media Association (EMA). We donate products to low income communities to support pre-schools, elementary schools, intermediate and high schools, and their garden programs. Our goal is to educate and influence the next generation of environmental stewards of this earth we all call home.

We also believe in the value of the people we are proud to call our team members. Rooted into the soil of Kellogg is the idea that our people are our greatest assets. From a recent graduate, to a fourth generation employee, to a forty year employee—we believe the cross pollination of the ages produces a sustainable future for Kellogg Garden Products.
**Green Purchasing** We strive to purchase recycled content materials whenever possible—and we are always looking for ways to recycle.

**Scholarships** Our company has partnered with the California Landscape Contractors Association and the California Association of Nurseries & Garden Centers to provide scholarships for students who wish to pursue a degree in ornamental horticulture at a California University—such as Cal Poly, UCLA, Biola, or Chapman University. Kellogg provides continuing education for all employees.

“Rooted into the soil of Kellogg is the idea that our people are our greatest assets.”
Global Outreach

Plant With Purpose

Our company is proud to partner with Plant with Purpose, a humanitarian organization dedicated to helping the rural poor all over the world by teaching sustainable farming practices. Sustainable farming not only improves people’s lives, but also helps protect the land. In 2010, Kellogg Garden Products partnered with Plant with Purpose in Tanzania and Oaxaca, Mexico. This partnership has grown to include Haiti, Dominican Republic, Burundi, the Democratic Republic of the Congo, and Thailand.

Farmers are taught to use a variety of environmentally sustainable, income-generating activities to work with – not against – the land. As a family owned company, we are not only committed to the growth of our geography we want to maintain a global impact.

Our Eden Valley brand products provide one dollar from every bag toward Plant with Purpose.
“Sustainable farming not only improves people’s lives, but also helps protect the land.”

—Haitian Farmer, Grande Colline, Haiti
Our Future Goals

- Streamline the process of gathering the data on energy, water, and fuel consumed in the manufacturing of our products, and on the hours that employees devote to community service projects.

- As we have greater operational control of our national footprint, to influence each location toward Zero Waste.

- Continue helping the youngest gardeners appreciate the magic of gardening through donations and employee participation in establishing school gardens.

- Reduce the toxins in home garden use by providing products and education that support organic gardening throughout the US.

- Double the current program support for organic education to subsistence farmers through Plant with Purpose.

“Our main goal is leaving a healthier planet for generations to come—recognizing this meaningful work is truly a gift to be enjoyed.”

—Kathy Kellogg Johnson
The sustainability data they measure at Kellogg is never about meeting the minimum, it’s about leading the way authentically and holistically. They really think about what they do and how they can help their partners be the best they can be.

—Anna Zettergren, Sustainability Consultant, Scope 5

Kellogg is committed to understanding the environmental impact of its operations and products. To that end they are working with scientists and sustainability experts to measure and reduce their CO₂ and to inform their customers about the benefits of using the Kellogg products over more chemical-intensive products.

—Derek Eisel, Director Scope 5

We’d like to acknowledge the effort of the many employees throughout the Kellogg organization who spent countless late nights, worked long hours, and helped to gather and verify that the information in this report is accurate.