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and Democracy*

June 12, 2008

A. D. David Mackay
President and Chief Executive Officer
Kellogg Company
One Kellogg Square
Battle Creek, Michigan 49016-3599

Dear Mr. Mackay,

This letter is to notify you that the Organic Consumers Association and other non-profit organizations listed below are planning to call for a consumer boycott of all Kellogg's products because of your plans to use sugar from genetically engineered sugar beets in your products.

In a November 26, 2007 article in The New York Times titled "Next up for U.S. farmers: Genetically modified sugar beets" there was a quote from a spokesperson from Kellogg's. Here is how the newspaper reported on Kellogg's position:

"A Kellogg spokeswoman, Kris Charles, said her company, the top U.S. maker of cereal, 'would not have any issues' purchasing such sugar for products sold in the United States, where she said 'most consumers are not concerned about biotech.' "

In reality, consumers worldwide are concerned about biotech foods. However, in the United States, consumers have been kept in the dark about these risky genetically engineered foods because of a lack of labeling requirements. Genetically engineered foods are required to be labeled in all the European Union nations and in Japan, China, South Korea, Thailand, Australia, New Zealand, and many other countries around the world.

How unaware are American consumers about the presence of genetically engineered foods in their diet? In a November 2004 report funded by the United States Department of Agriculture and conducted by Rutgers University, researchers found that only 31 percent of the American public thought that they had ever eaten a genetically engineered product. Yet in reality, since soy and corn are both used in many processed foods, the majority of people are eating these unlabeled biotech products on a regular basis.

When researchers for this study asked consumers if they thought genetically engineered foods should be required to be labeled, a whopping 89 percent thought that they should be required to be labeled and only 10 percent did not think that labels should be required.

The point is that consumers in the United States are concerned about genetically engineered foods. The reason they are not more outspoken about them is that they are being kept in the dark by the lack of labeling requirements.

Therefore, the planned boycott of Kellogg's products will serve to shine a bright light on the problem of unlabeled genetically engineered foods in the United States.

If you wish to prevent the Organic Consumers Association and other non-profit organizations from moving forward with this boycott of all Kellogg's products, we request that your company issue a statement that Kellogg's has changed its position and established a policy to not use sugar from genetically engineered sugar beets in its products.

Please respond to this letter by June 30, 2008.

Thank you for giving this matter your immediate attention.

Sincerely,

Ronnie Cummins, National Director Organic Consumers Association

Craig Winters, Executive Director The Campaign to Label GMO Foods

Kristin Schwab, Nutrition Coordinator, Urban Nutrition Initiative

Jenny Huston, MA, CEC, CDM, CFPP, Director of Culinary Social Enterprise, Bay Area Community Services

Bonni Miller, owner/cook, Chez Marche Cafe,

Omar Sahak, Program Assistant, Health Education Council

Anuradha Mittal, Executive Director, The Oakland Institute

Windham County Genetic Engineering Action Group, Vermont

Mark Des Marets, Campaign Organizer, Northwest Resistance Against Genetic Engineering

Dan Hobbs, Executive Director, Organic Seed Alliance

Matthew Dillon, Senior Policy Analyst, Organic Seed Growers and Trade Association

Judy Kew, Chair, Texas Consumers for Safe Foods

Brian Tokar, Director, Institute for Social Ecology

Renata Brillinger, Coordinator, Californians for GE-Free Agriculture

Martin T Donohoe, MD, FACP, Adjunct Professor, Portland State University*

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