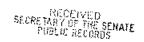
Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Clerk of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510



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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Fliers Are Required To Complete This Page

1. Registrant Name Kellogg Company		
2. Address Check if different than previously reported One Kellogg Square		1
3. Principal Place of Business (if different from line 2)		
City: Battle Creek States	Zip (or Country) M7 49016	
4. Contact Name Telephone	E-roass (optional)	5. Senate ID#
George A. Franklin (616) 961-2820		21335~12
7. Ciliem Namo 🔯 Self		6. House ID# 30087000
10. Check if this is a Termination Report □ ⇒ Termination INCOME OR EXPENSES - Complete Either	Line 12 OR Line 13	11. No Lobbying Activity
 Lobbying Firms 	I3. Organiza	tions
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying active period were:	rities for this reporting
Less than \$10,000 📮	Less than \$10,000	
	\$10.000 or more □ S = 10	7,907
\$10,000 or more \$	1 · · · · · · · · · · · · · · · · · · ·	Expenses (nessest \$20,000)
Provide a good faith estimate, munded to the nearest \$20,000,	14. REPORTING METHOD. Chec accounting method. See instructions for	k box to indicate expense or description of options.
of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying	Method A. Reporting amounts us	ing LDA definitions only
activities on behalf of the client).	Method B. Reporting amounts or Internal Revenue Cod	, , ,
	Method C. Reporting amounts as Internal Revenue Co.	
Signzeure		
Printed Name and Title <u>George A. Franklin, Vice</u>	e President - Worldwide Gove	roment Affairs
.D-2 (REV. 6/98)		PAGE t of _7_
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degistrant Name Kellogg Company	Client NameSelf	
OBBYING ACTIVITY. Select as many codes as nagaged in lobbying on behalf of the client during the formation as requested. Attach additional page(s) a	necessary to reflect the general issue areas in which the registre reporting period. Using a separate page for each code, provision needed.	ant ide
5. General issue area codeAGR (one per p	age)	
i. Specific lobbying issues		
Food Safety (HACCP) (Delanet Clause Sugar Price Reform WIC - Sugar Rule	Reform)	
House(s) of Congress and Federal agencies contac	cted Check if Name	
United States House of Representativ United States Senate United States Department of Agricult	rea	
Name of each individual who acted as a lobbyist is	· ·	
Cynthia L. Brazzel	Covered Official Position (if applicable) Director - Government Affairs	Nev
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George A. Franklin	Vice President - Worldwide Covt. Affairs.	
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nterest of each foreign entity in the specific issues listed		
xi Name and Title George A. Franklin, Vi	ce President - Worldwide Government Affairs	_
	TOTAL GOVERNMENT AFFAIRS	
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LOBBYING ACTIVITY. Select as many codes as engaged in lobbying on behalf of the client during the	necessary to reflect the general issue areas in which the registr	· · · · · · · · · · · · · · · · · · ·
information as requested. Attach additional page(s) a		ant ide
15. General issue area code TAX (one per p	page)	
16. Specific lobbying issues		
Deductibility of Advertising Duty/Tariff Tax Issues		
	·	•
7. House(s) of Congress and Federal agencies contact	cted Check if None	
United States House of Representativ United States Senate	- · · · · · · · · · · · · · · · · · · ·	
8. Name of each individual who acted as a lobbyist in	n this issue area	
Nstrac	Covered Official Position (if applicable)	New
George A. Franklin	Vice President - Worldwide Govt. Affairs	a
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Interest of each foreign entity in the specific issues listed		, .
nature George & Prophilip III	Date	
need reame and Thie stankin, vice	President - Worldwide Government Affairs	_
n LD-2 (Rev.6/98)	Page 4 of 7	

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each or information as requested. Attach additional page(s) as needed. 15. General issue area code FOO (one per page) 16. Specific lobbying issues Federal Trade Commission Food and Drug Administration Food and Drug Administration United States Senate 7. House(s) of Congress and Federal agencies contacted Check if None Name Covered Official Position (if applicable) Cynthia L. Brazzel Director — Covernment Affairs Interest of each foreign entity in the specific issues listed on line 16 above The congress and Title Company Affairs, Vice President — Norldwide Government Affairs and Name Date Date One per page Check if None	the registrant code, provide
6. Specific lobbying issues Federal Trade Commission Food and Drug Administration United States Rouse of Representatives United States Senate 7. House(s) of Congress and Federal agencies contacted Name Covered Official Position (if applicable) Cynthia L. Brazze) Director - Government Affairs Interest of each foreign entity in the specific issues listed on line 16 above Date Date	
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Cynthia L. Brazzel Director — Government Affairs Director — Government Affairs Interest of each foreign entity in the specific issues listed on line 16 above Cynthia L. Brazzel Director — Government Affairs Check if None	
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Registrant Name Kellogg Company Clin	ent Name Self	ń.
LOBBYING ACTIVITY. Select as many codes as ne engaged in lobbying on behalf of the client during the m information as requested. Attach additional page(s) as t	cessary to reflect the general issue areas in which the registreporting period. Using a separate page for each code, provueeded.	ant ide
15. General issue area code TRD (one per page		
16. Specific lobbying issues		
International Tariff Reductions	8 t	
17. House(s) of Congress and Federal agencies contacto	d Check if None	
Executive Office of the President		
		•
		·
18. Name of each individual who acted as a lobbyist in the	his issue area	
Nazze	Covered Official Position (if applicable)	New
George A. Franklin	Vice President - Worldwide Covt. Affairs	
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 Interest of each foreign entity in the specific issues listed on 	line 16 above Check if None	
Signatur c	Date	
Printed Name and Title George A. Franklin, Vice	President ~ Worldwide Government Affairs	
Form LD-2 (Rev.6/98)	Poge <u>6</u> of 7	
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20. Client new address					
	oe of business (if different from				
City		State/Zip (or Coun			
	e of client's business or activiti				
LOBBYIST UPDA 23. Name of each prev	TE viously reported individua	al who is no longer e x	pected to act as a lobb	yist for the client	
ISSUE UPDATE 24. General lobbying	issues previously reported	d that no longer portain	1		·····
AFFILIATED ORG	ANIZATIONS			ar 1111111000000 vaco	
	affiliated organization(s)			hairariana hilanan ad th	
25. Add the following Nam	affiliated organization(s)	Address	224224444444444444444444444444444444444	Principal Place of B (city and state or c	
Name of each previous ENTITIE	affiliated organization(s) c viously reported organiza	Address	ffiliated with the regis	(city and state or c	
Name of each previous ENTITIE	affiliated organization(s) c viously reported organiza	Address tion that is no longer a	fifiliated with the regis	(city and state or c	
Nam 26. Name of each prev FOREIGN ENTITIE 27. Add the following	affiliated organization(s) c c ciously reported organiza foreign entities	Address tion that is no longer a	ncinal piace of business	(city and state or c	Ownership proventage in
Name of each previous FOREIGN ENTITIE 7. Add the following Name	e //ously reported organiza S foreign entities Addre	Address tion that is no longer a	ncinal piace of business ty and state or compry)	(city and state or c	Ownership protestige in client