

SECRETARY OF THE  
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Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary 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 Filers Are Required to Complete This Page

1. Registrant Name Kellogg Company			
2. Address <input type="checkbox"/> Check if different than previously reported One Kellogg Square			
3. Principal Place of Business (if different from line 2) Battle Creek Michigan 49016 City: State/zip (or Country)			
4. Contact Name George A. Franklin	Telephone (269) 961-2820	E-mail (optional) george.franklin@kellogg.com	5. Senate ID # 21335-12
7. Client Name <input checked="" type="checkbox"/> Self Self			6. House ID # 30087000

**TYPE OF REPORT** 8. Year 2004 Midyear (January 1-June 30)  OR Year End (July 1-December) 
9. Check if this filing amends a previously filed version of this report 10. Check if this is a Termination Report  ⇌ Termination Date \_\_\_\_\_ 11. No Lobbying **INCOME OR EXPENSES - Complete Either Line 12 OR Line 13**

12. Lobbying Firms	13. Organizations
<b>INCOME</b> relating to lobbying activities for this reporting period was:  Less than \$10,000 <input type="checkbox"/>  \$10,000 or more <input type="checkbox"/> ⇌ \$ _____ <small>Income (nearest \$20,000)</small>	<b>EXPENSES</b> relating to lobbying activities for this reporting period were:  Less than \$10,000 <input type="checkbox"/>  \$10,000 or more <input checked="" type="checkbox"/> ⇌ \$ <u>177,572.00</u> <small>Expenses (nearest \$20,000)</small>
Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	<b>14. REPORTING METHOD.</b> Check box to indicate exp accounting method. See instructions for description of opt <input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definition <input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(f) Internal Revenue Code <input checked="" type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) Internal Revenue Code

Signature \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

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Registrant Name Kellogg Company Client Name Self

**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 code information as requested. Attach additional page(s) as needed.

15. General issue area code AGR (one per page)

16. Specific lobbying issues

Food Safety  
Sugar Price Reform

17. House(s) of Congress and Federal agencies contacted  Check if None

United States House of Representatives  
United States Senate  
United States Department of Agriculture

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
George Franklin, VP - Worldwide Government Relations	
Tiffany Moore, Manager - Government Affairs	

19. Interest of each foreign entity in the specific issues listed on line 16 above  Check if None

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

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Registrant Name Kellogg Company Client Name Self

**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 code information as requested. Attach additional page(s) as needed.

15. General issue area code TAX (one per page)

16. Specific lobbying issues

Deductibility of advertising Duty/tariff tax issues
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17. House(s) of Congress and Federal agencies contacted  Check if None

United States House of Representatives United States Senate
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18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
George Franklin, VP - Worldwide Government Relations	
Tiffany Moore, Manager - Government Affairs	

19. Interest of each foreign entity in the specific issues listed on line 16 above  Check if None

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

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Registrant Name Kellogg Company Client Name Self

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code FOO (one per page)

16. Specific lobbying issues

Food Labeling Regulations

17. House(s) of Congress and Federal agencies contacted  Check if None

United States House of Representatives  
United States Senate  
Federal Trade Commission  
Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
George Franklin, VP - Worldwide Government Relations	
Tiffany Moore, Manager - Government Affairs	

19. Interest of each foreign entity in the specific issues listed on line 16 above  Check if None

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

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Registrant Name Kellogg Company Client Name Self

**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 code information as requested. Attach additional page(s) as needed.

15. General issue area code TRD (one per page)

16. Specific lobbying issues

International Customs Issues  
International Tariff Reduction


17. House(s) of Congress and Federal agencies contacted  Check if None

Customs Service  
United States Department of Agriculture  
United States Department of Commerce  
United States Department of State  
Executive Office of the President

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
George Franklin, VP - Worldwide Government Relations	
Tiffany Moore, Manager - Government Affairs	

19. Interest of each foreign entity in the specific issues listed on line 16 above  Check if None

Signature  Date 8/13/04

Printed Name and Title \_\_\_\_\_

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