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| Clerk of the House of Representatives<br>Legislative Resource Center<br>B-106 Cannon Building<br>Washington, DC 20515 | Secretary of the Senate<br>Office of Public Records<br>232 Hart Building<br>Washington, DC 20510 |
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SECRETARY OF T

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# LOBBYING REPORT

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

|   |                             |  |                            |
|---|-----------------------------|--|----------------------------|
| 1. Registrant Name<br>Kellogg Company   |                             |  |                            |
| 2. Address <input type="checkbox"/> Check if different than previously reported<br>One Kellogg Square           |                             |  |                            |
| 3. Principal Place of Business (if different from line 2)<br>City: Battle Creek State/Zip (or Country) MI 49016 |                             |  |                            |
| 4. Contact Name<br>George A. Franklin   | Telephone<br>(616) 961-2820 | E-mail (optional)<br>george.franklin@kellogg.com | 5. Senate ID #<br>21335-12 |
| 7. Client Name <input checked="" type="checkbox"/> Self   |                             |  | 6. House ID #<br>30087000  |

**TYPE OF REPORT** 8. Year 2001 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 A

## INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

### 12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000

\$10,000 or more  ⇒ \$ \_\_\_\_\_  
Income (nearest \$20,000)

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).

### 13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000

\$10,000 or more  ⇒ \$ 187,594  
Expenses (nearest \$20,000)

14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of opt

Method A. Reporting amounts using LDA definitions

Method B. Reporting amounts under section 6033(b) Internal Revenue Code

Method C. Reporting amounts under section 162(e) Internal Revenue Code

Signature \_\_\_\_\_

Printed Name and Title George A. Franklin, Vice President - External Affairs



Registrant Name Kellogg Company Client Name Self

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which t engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each c 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

17. House(s) of Congress and Federal agencies contacted

Check if None


United States House of Representatives  
United States Senate

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

| Name               | Covered Official Position (if applicable) |
|--------------------|---|
| George A. Franklin | VP - External Affairs                     |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |

19. Interest of each foreign entity in the specific issues listed on line 16 above

Check if None

Signature  Date 8/13/01

Printed Name and Title George A. Franklin, Vice President - External Affairs



Registrant Name Kellogg Company Client Name Self

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

15. General issue area code ARG (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 A. Franklin | VP - External Affairs                     |
| Cynthia L. Brazzel | Director - Government Affairs             |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |

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

Signature \_\_\_\_\_ Date 8/13/01

Printed Name and Title George A. Franklin, Vice President - External Affairs



Registrant Name Kellogg Company Client Name Self

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which t engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each c 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

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

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

| Name               | Covered Official Position (if applicable) |
|--------------------|---|
| Cynthia L. Brazzel | Director - Government Affairs             |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |
|                    |   |

19. Interest of each foreign entity in the specific issues listed on line 16 above

Check if None

Signature \_\_\_\_\_ Date 8/13/01

Printed Name and Title George A. Franklin, Vice President - External Affairs





Registrant Name Kellogg Company Client Name Self

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which t engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each c 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

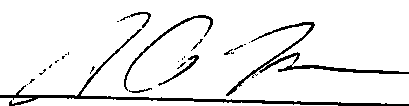
17. House(s) of Congress and Federal agencies contacted  Check if None

Customs Service  
Department of Agriculture  
Department of Commerce  
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 A. Franklin | VP - External Affairs                     |
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|                    |   |

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

Signature  Date 8/13/01

Printed Name and Title George A. Franklin, Vice President - External Affairs

