

Kellogg's Hunger research



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RESEARCH OVERVIEW



★ ***We surveyed 10,000 people
in seven European
countries***

16th Jan – 3rd Feb 2023





MANY HAVE NOT RECOVERED FROM THE FINANCIAL IMPACT OF COVID-19

39%

Negatively
impacted by the
pandemic

55%

Not yet financially
recovered or still a long
way to go. Cost of living
crisis is compounding
the situation



FAMILIES SAY IT'S MORE DIFFICULT TO FEED THEIR CHILDREN

30%

worried about the amount of money they have for food – this number has doubled since 2016.


24%

A quarter struggle to feed their family, an increase in most markets, with the most significant problem being in the UK (29%) and France (26%).

50+%

Despite this struggle, more than half of respondents are ashamed to use a food bank

Kellogg's

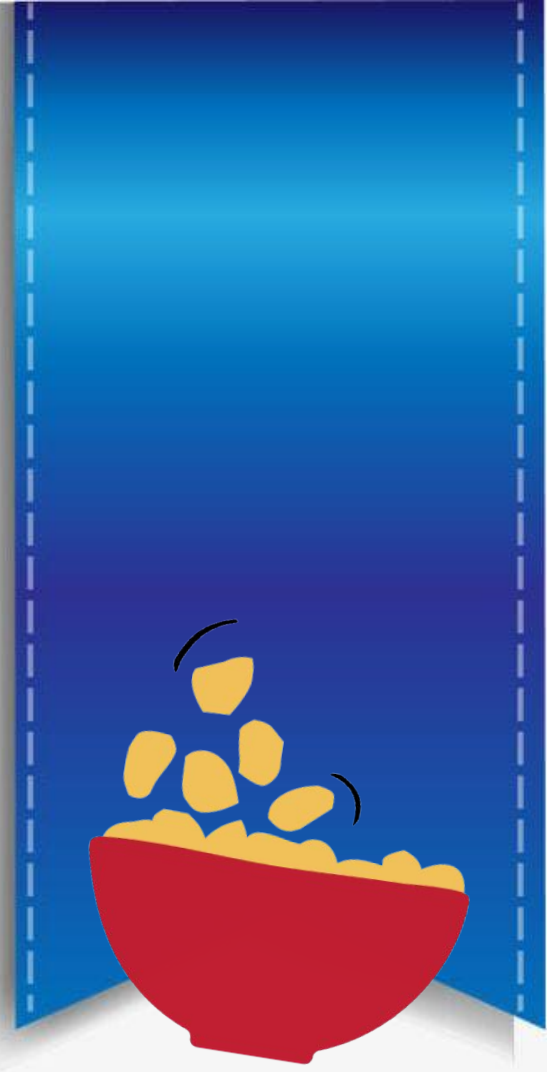


“ 77% of
teachers say
kids are coming
to school hungry
”

Half, say the **situation has got worse over the last year** - most palpable effects are tiredness & difficulty concentrating

Teachers are **giving children food**, sometimes it's school food but 40% are bringing food from home

Teachers are taking time out of their day to help hungry kids – 61% say they lose 2 hours a week or more helping them

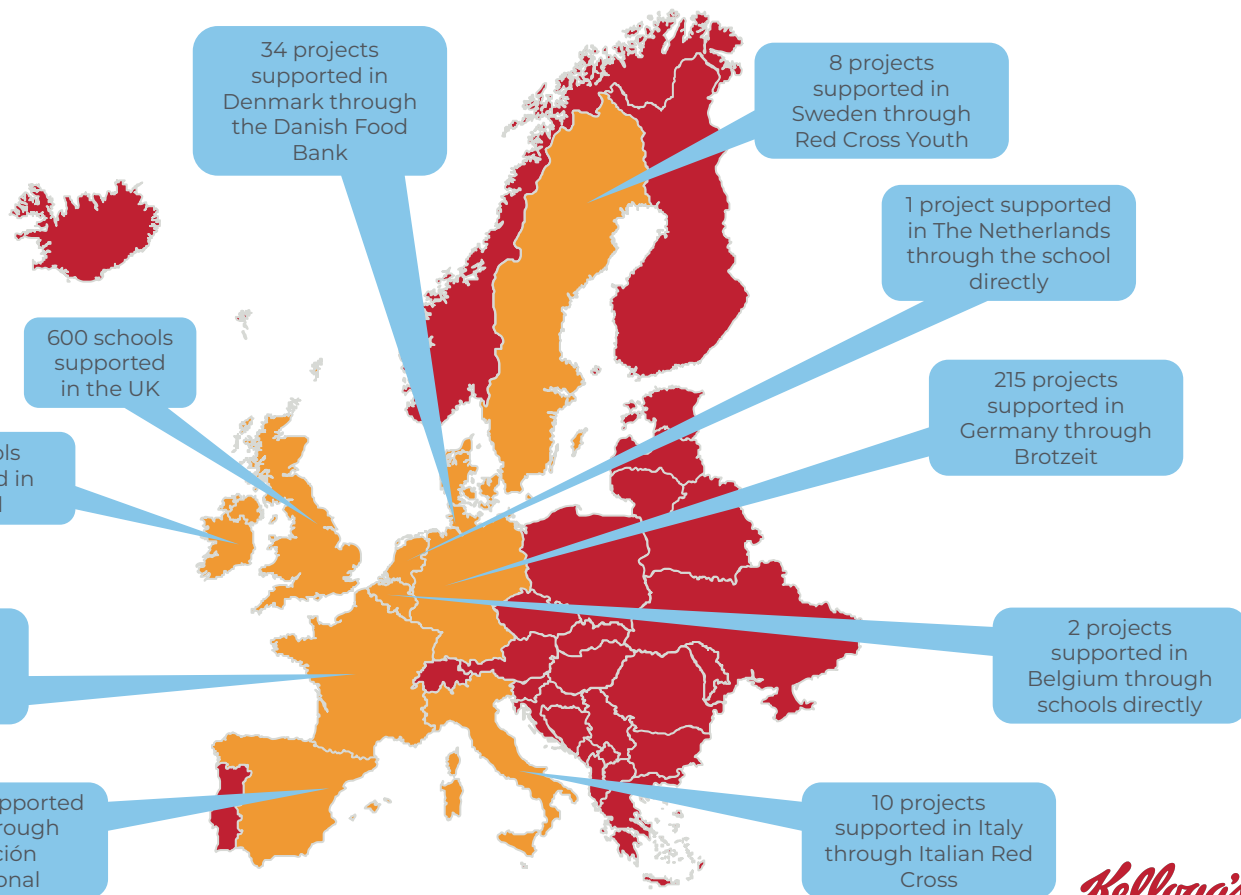




Croce Rossa Italiana



COOPERACIÓN
INTERNACIONAL



POLICY ASKS



We support the objectives from the **EU Child Guarantee**, especially the aim to guarantee at least one healthy meal each school day.



We believe that it is important for breakfast provisions at school to be recognised through the **EU School Scheme**, and synergies should be explored with existing programmes.



Through our breakfast club work, **we believe we can be a partner** to contribute to this goal.



The Green Deal and the **Farm to Fork strategy** have set ambitious demands. We ask for policy enablers & strategic investment be considered to support the transition towards a sustainable food system.