

About *Kellogg's*

The *Kellogg* Company traces its origin back to the philosophy of its founder, W. K. Kellogg, whose personal mission was to improve people's health by helping them to change their eating habits. This goal is as meaningful at the start of the new millennium as it was when the Company was founded at the turn of the last century.

In the 21st century *Kellogg's* maintains commitment to this ideal. Throughout the world, *Kellogg's* strives to promote a wider understanding of how diet and lifestyle can beneficially influence health. This takes many forms. It is reflected in the products produced, advertising and consumer information; joint activities with leading educators, health promotion authorities and health professionals; an active participation in nutrition research; and the dissemination of the most recent thinking on key scientific issues of relevance to consumers.

Kellogg's recognise that good nutrition is particularly essential for children's well being, growth and development. Even though in Europe today most people have access to a plentiful and varied food supply, children still continue to experience health problems related to diet and lifestyle, such as obesity and iron deficiency anaemia. In order to help consumers achieve a nutrient dense diet,

the addition of essential vitamins and minerals (including calcium and iron) to breakfast cereals is now practised by *Kellogg's* in many European countries.

The company remains strongly committed to communicating with children and their parents regarding the role of an active lifestyle and appropriate food choices. Key to this are the European media who play an increasingly important role in communicating messages on diet and healthy living to both consumers and professionals. For this reason *Kellogg's* arranged a media seminar in conjunction with the University of Rome 'La Sapienza' Food Sciences and Nutrition Institute (A Centre for Excellence in Food Quality, Safety and Nutrition, designated by the Food and Agriculture Organization of the United Nations) to explore the nutrition challenges facing European children. Key papers from the seminar are published here in this Special Edition of *Public Health Nutrition*.

For more information about *Kellogg's*, please contact the *Kellogg's* Nutritionist in your local country, or Anne-Laure Gassin, Director, Nutrition Affairs – *Kellogg's* Europe. Tel. 00 44 (0) 20 7413 3165.