



Impact & Outcomes Farmers & Families

**Rebecca Boustead
Kellogg Asia Pacific**

Aug 2018



Our Vision
Enrich and delight the world
through foods and brands that matter

Our Purpose
Nourishing families so they can flourish and thrive

A Diverse and Inclusive Community of Passionate People Making a Difference

Nourishing
with Our Foods

Feeding People
in Need

Nurturing
Our Planet

Living Our
Founder's Values



OUR HISTORY



MICHIGAN STATE
UNIVERSITY

W.K. Kellogg,
Biological Station

Kellogg Bird Sanctuary

north
country
trail

W.K. Kellogg Bird Sanctuary Trail Map



Paved Path (0.75 miles): This stroller and handicap accessible trail showcases what the Kellogg Bird Sanctuary is famous for: Wintergreen Lake with Trumpeter Swans and other waterfowl on the shore. Also, get an up close look at Michigan birds of prey such as the Red-tailed Hawk, Great Horned Owl, and Bald Eagle on the path around the Pocket Prairie display. Upland Gamebirds are displayed in the Leslie E. Tassell exhibit. Make sure to listen for the Northern Bobwhites calling! Don't miss the Overlook Museum to read about the Sanctuary's history. Get a different vantage from the Eskei Trail, a ridge formed of stratified sand and gravel from glacial activity that overlooks the birds of prey.

Lake Loop (1.4 miles): The Lake Loop is a natural trail that begins near the Barn Owl display on the Paved Path, wrapping around Wintergreen Lake, and ending at the Sanctuary's Bookstore. This trail is an excellent place to view the Great Blue Heron Rookery, migratory waterfowl in the fall and spring, and native plants such as Cardinal Flower which blooms in the late summer. Take a break to enjoy the beautiful scenery and sweet serenade of birdsong from the memorial benches located along the trail.

Visit us at:

www.kbs.msu.edu



www.facebook.com/MSUKelloggBirdSanctuary

Walking Trails at the Kellogg Bird Sanctuary

Bluebird Trail (1 mile): The Bluebird Trail re-opened in the spring of 2013! This natural trail starts in the Pollinator Garden, takes a loop along the North Country Trail, goes through the Prairie Restoration Project, and returns to the Sanctuary's Bookstore via the parking lot. Along the trail you can see:

- Nest boxes used primarily by Eastern Bluebirds and Tree Swallows in the spring
- Prairie flowers blooming in the summer
- Changing leaves and migratory songbirds in the fall
- Animal tracks and birds eating off fruit-bearing plants in the winter.

Along the way 5 marked locations coordinate with an informational guide. Borrow a copy of the Bluebird Trail Guide or purchase a souvenir copy for \$2 from the Sanctuary's Bookstore

Historical Walking Tour (0.75 miles along Paved Path): Since 1927, the W.K. Kellogg Bird Sanctuary has been a home for wildlife and a place for research, education, and outreach. On the Historical Walking Tour, we welcome you to experience how the Sanctuary has changed over time. The tour is located along the Paved Path and a brochure coordinates with six marked locations along the way that highlight aspects of our rich history. Borrow a copy of the Historical Walking Tour brochure or purchase a souvenir copy for \$1 from the Sanctuary's Bookstore.

Admission

- ♦ Members: FREE
- ♦ Adults: \$5
- ♦ Senior Citizens (62+): \$4
- ♦ Students with ID: \$4
- ♦ Children (2-12): \$3
- ♦ Children under 2: FREE



Grounds open every day year round!

Hours

♦ Grounds:

May-October 9 a.m. - 7 p.m.
November - April 9 a.m. - 5 p.m.

♦ Bookstore & Office:

Bookstore is closed Thanksgiving to March 1st
March to Thanksgiving Weekdays 9 a.m. - 5 p.m.
March - April 5 p.m.

"Wonderful facility for enjoying and learning about wildlife.
Great in all seasons!"

-YELP Review

"Loved it! Just beautiful!"

-Guest log comment



Michigan State University
W.K. Kellogg Biological Station

Great Lakes Bioenergy Research Center
Biofuel Cropping System Experiments

www.glbrc.org/sustainability



Michigan State University
W.K. Kellogg Biological Station

Kellogg Farm

Grassland, Birds, and Pasture
Open House
Tuesday, June 14th
4:00 to 8:00 pm



Kellogg Biological Station LTER Site

LONG-TERM ECOLOGICAL RESEARCH IN AGRICULTURE

Welcome to the KBS Long-term Ecological Research (LTER) Site!

Here researchers study how agricultural lands work. This means studying the ecology of cropping systems and how they interact with the environment.

A cropping system is made up of plants, microbes, insects, and other organisms that farmers manage to meet human needs for food, fiber, and fuel. Croplands also provide other benefits to people and society, such as clean air and water, wildlife habitat, biodiversity, and open space.

To understand the ecology of cropping systems, researchers observe and test relationships — how crops grown in different ways interact with soil, water, air, microbes, insects, and even wildlife. By better understanding these complex interactions over time, scientists can make farming more profitable and better for the environment.



Take the self-guided tour to learn more about LTER research!

Did you know that many LTER sites are scattered across the country? This site is the only one studying cropping systems. See a map of all the LTER sites on the other side!



Crops We Study



Corn - Soybean - Wheat Rotations



Alfalfa



Native Vegetation



Hybrid Poplar Trees



Directions for the Self-guided Tour

Take a brochure, which includes a map of the tour area. Along the way, they match the numbered stops to the research areas, please:

- Stay on the grass pathways.
- Do not step into the research plots.
- Absolutely NO pets allowed (even on a leash).
- Be careful of research equipment.

The walking tour is approximately 3/4-mile (1.2 km) to complete. Enjoy the walk!

Visit us on the web





Barry Co. Special Youth Group Camp

Aug. 15-18, 1939

W.K. Kellogg Foundation Clear Lake Camp

Wm. P. Koster



Impact & Outcomes

Farmers

THAILAND







BANGLADESH







AUSTRALIA









Impact & Outcomes Families



1 in 9

PEOPLE

in the world

FACE

HUNGER

Kellogg's[®]

South Africa





AUSTRALIA





India



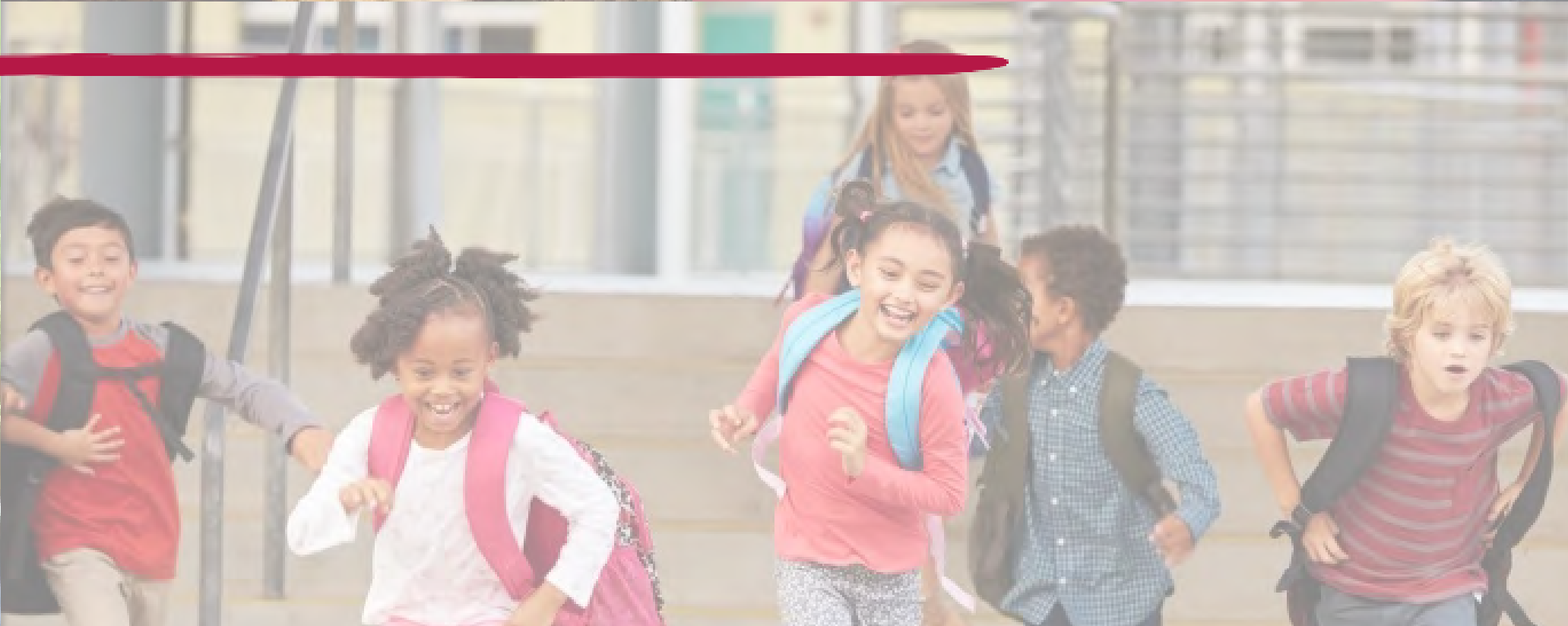


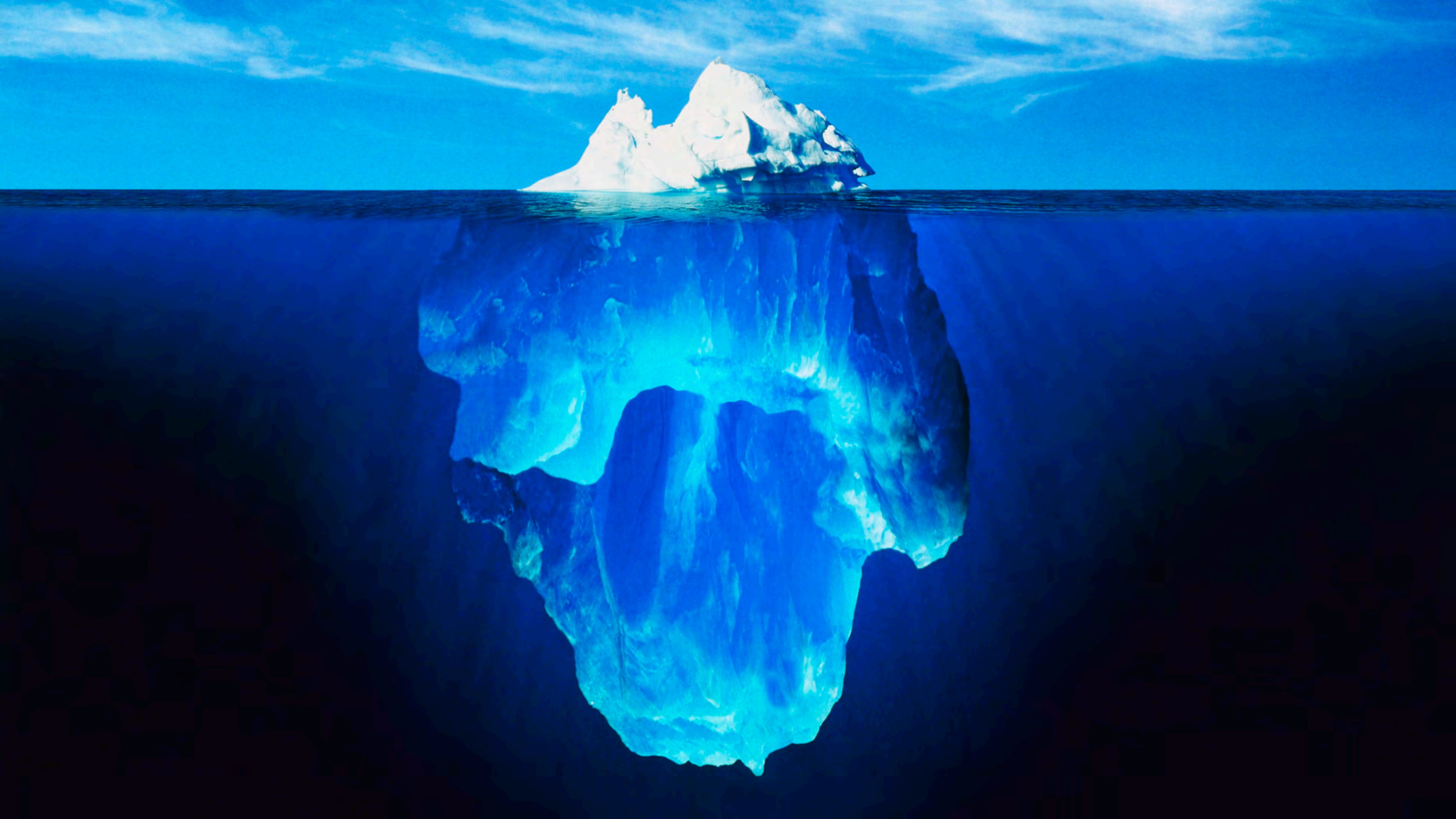
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11	21	31	41	51	61	71	81
12	22	32	42	52	62	72	82
13	23	33	43	53	63	73	83
14	24	34	44	54	64	74	84
15	25	35	45	55	65	75	85
16	26	36	46	56	66	76	86
17	27	37	47	57	67	77	87
18	28	38	48	58	68	78	88
19	29	39	49	59	69	79	89
20	30	40	50	60	70	80	90
21	31	41	51	61	71	81	91
22	32	42	52	62	72	82	92
23	33	43	53	63	73	83	93
24	34	44	54	64	74	84	94
25	35	45	55	65	75	85	95
26	36	46	56	66	76	86	96
27	37	47	57	67	77	87	97
28	38	48	58	68	78	88	98
29	39	49	59	69	79	89	99

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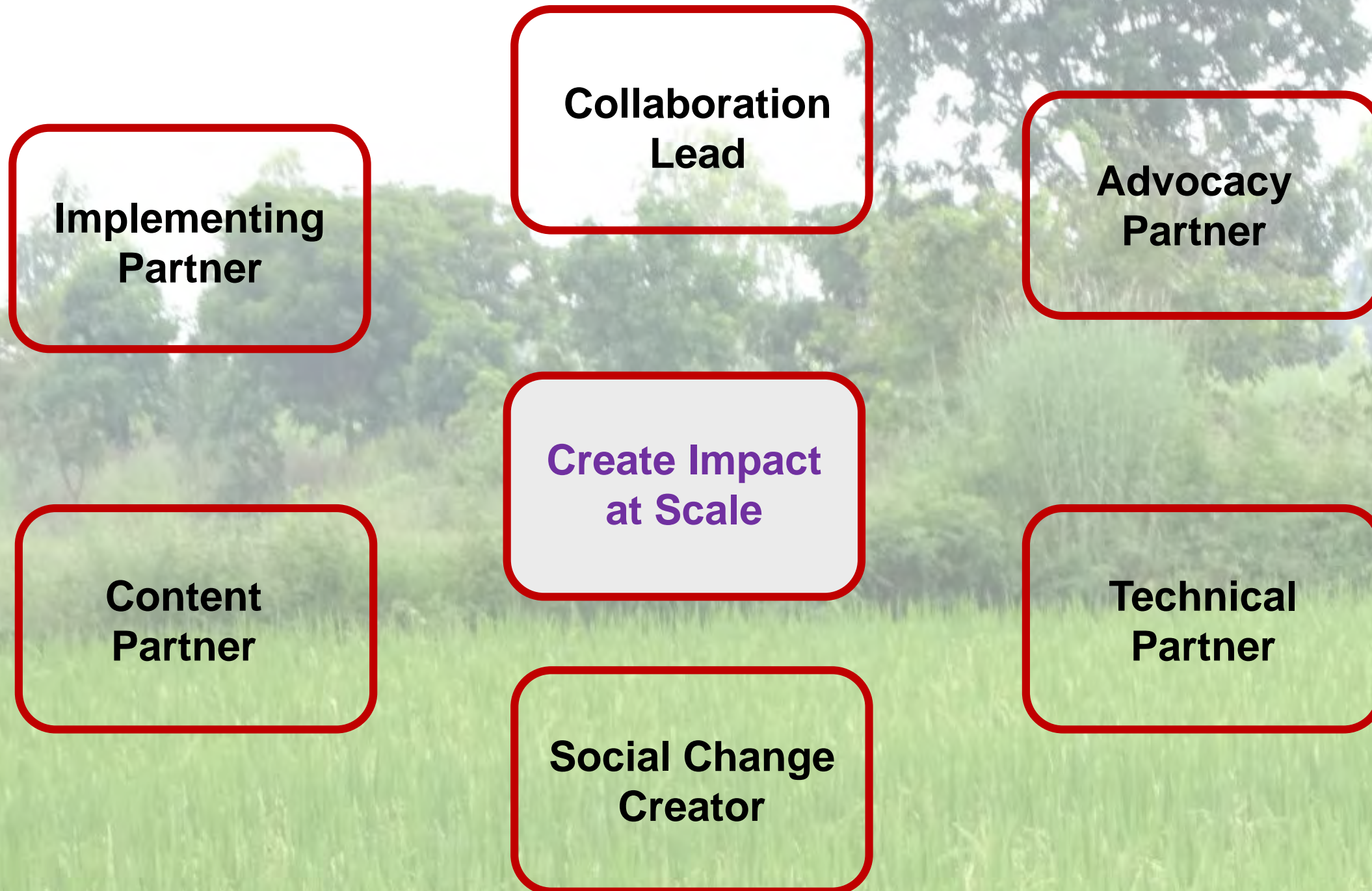


A New Model





Creating the Eco-System to Build Impact



A close-up, high-angle shot of a light blue ceramic bowl filled with golden-brown corn flakes. Several fresh, vibrant red raspberries are scattered throughout the cereal. A layer of white milk is visible at the bottom of the bowl, partially covered by the cereal and fruit. The lighting is soft and warm, creating a cozy and appetizing atmosphere. The text "THANK YOU" is overlaid in the center in a bold, dark blue font, with a thin red horizontal line positioned directly beneath it.

THANK YOU