

## How might this lead to other companies adding allergens to their product lines?

Kellogg's action is a litmus test for the entire food industry. If Kellogg's is successful implementing their plan with minimal pushback from consumers, other companies may follow their lead by adding minute quantities of allergens to *their* products in order to achieve the same cost avoidance goals.

**We have reached a tipping point where the industry may decide that adding allergens to products in order to avoid the costs of implementing FSMA directives is in the interest of their shareholders. This will have catastrophic consequences for the allergic community, where many products that were previously acceptable for consumption are purposefully tainted.**

## How are concerned consumers responding?

A petition was initiated on Change.org urging John A Bryant, Chairman and CEO of the Kellogg Company to reconsider his plan. To date, the petition has garnered over 24,000 signatures and continues to build momentum.

Consumers are also tweeting, e-mailing, posting and voicing their concerns via Kellogg's website, social media properties and consumer phone line.

## Important Consumer Resources

There are a number of resources available to learn more about Kellogg's plan and take action:

- Read more about Kellogg's plan: [snacksafely.com/kelloggs](http://snacksafely.com/kelloggs)
- Read, sign, and distribute the petition to family and friends: [change.org/KelloggsPeanuts](http://change.org/KelloggsPeanuts)
- Tweet your concerns to **@KelloggsUS** using hashtag **#NoPeanutFlour**
- Post your concerns to Kellogg's website: [kelloggs.com/en\\_US/contact-us-form.html](http://kelloggs.com/en_US/contact-us-form.html)
- Voice your concerns to Kellogg's consumer phone line: **1-800-962-1413**

## References

<sup>1</sup>Food Allergy Research & Education – [foodallergy.org/alerts/ingredient-notices-feed](http://foodallergy.org/alerts/ingredient-notices-feed);

<sup>2</sup>SnackSafely.com – [snacksafely.com/2016/04/kelloggs-potential-for-injury-illness-and-death-is-a-cost-of-doing-business/](http://snacksafely.com/2016/04/kelloggs-potential-for-injury-illness-and-death-is-a-cost-of-doing-business/);

<sup>3</sup>US Food and Drug Administration - [fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm](http://fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm);

<sup>4</sup>Food Allergy Research & Education – *ibid*;

<sup>5</sup>US Food and Drug Administration - *ibid*;

<sup>6</sup>SnackSafely.com - *ibid*;

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