

Celebrating the

Power of Organic

For nearly 30 years, **Kashi** has placed a high value not just on the foods we make, but on how we make them.

Since 2005, we've nearly **tripled our use of organic ingredients**¹ and now use approximately **28 million pounds** of organic ingredients annually², which contributes to our **Organic Promise** line of cereals.

Here's how **organic farming** can benefit our planet and wellbeing:

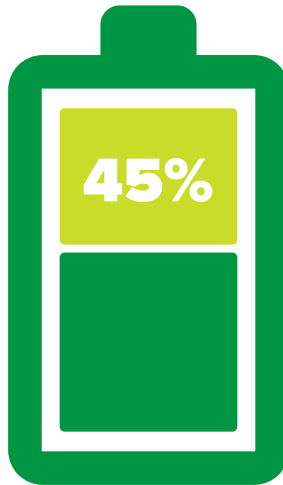


Fresh Air

Switching to the use of organic farming practices across the US could help **eliminate carbon dioxide** from the air equivalent to at least **a third of the cars** in our world.³

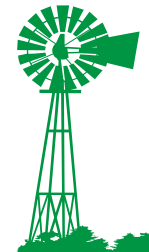
Energy Savings

Organic practices could help **reduce the energy** used in farming up to **45%**.⁴



Nature's Ally

In a world where nearly **40% of the farming land** is suffering significant degradation, organic farming can help **protect soils and conserve wildlife**.⁴



Sources

- 1 www.kashi.com/natural-living/organic/kashi-and-the-nongmo-project
- 2 www.kashi.com/natural-living/organic
- 3 www.ota.com/organic/benefits/global.html
- 4 rodaleinstitute.org/our-work/farming-systems-trial/