



It's no secret that the main ingredient in **Kellogg's Rice Krispies Treats** is

Kellogg's

 **RICE**

Grown on family-owned farms in Arkansas, California and Louisiana, medium-grain rice is planted March through May and harvested five months later.



months to grow, hours to cook...

MILLING

Our millers select the highest quality rice to clean and mill.



COOKING

Rice grains are puffed.

MIXING

Puffed rice is blended with syrup and oil.



ROLLING

Big rollers create sheets of Rice Krispies Treats.



CUTTING & PACKAGING

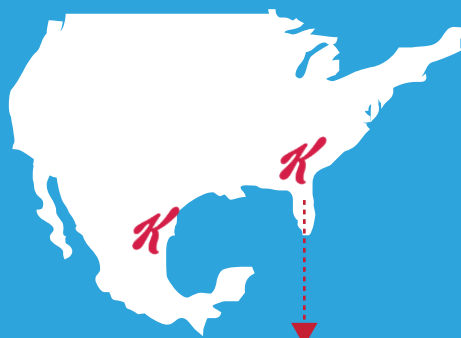
The sheets are cut into treats and carefully packaged for you to enjoy.



Most farmers growing rice for Rice Krispies come from multigenerational family farms in Louisiana, a farming area where Kellogg has proudly been buying rice since the 1920s.

Many of them are part of the Master Rice Grower Program, a program that Kellogg supports in partnership with the Louisiana Rice Mill and the Louisiana State University Agriculture Center which promotes and rewards soil conservation and continuous improvements in sustainable rice agriculture among family-owned farms.

Kellogg's Rice Krispies Treats are proudly made and packaged in Rome, GA and most recently also in Linares, Mexico



Mark Morgan

works at our Rome Bakery where he helps ensure we make delicious Rice Krispies Treats and avoid wasting the important natural resources that make our foods possible.

Mark helps champion an important recycling program at the Rome Bakery, always searching for creative ways that help conserve the natural resources that go into making and packaging our delicious treats.



GROW. MAKE. ENJOY.