

KELLOGG'S – WATER SAVING INITIATIVE

Kellogg's Australia is engaged in the manufacture and marketing of ready-to-eat cereal and convenience foods. Kellogg's has committed to achieving 15-20% reduction in water and energy use, emissions and waste to landfill by 2015, and continues to work towards these goals through rigorous data collection and analysis and a team based approach to identifying and implementing opportunities.

Water consumption and usage patterns have been tracked over the last 10 years and through this Kellogg continues to identify opportunities for reduction in consumption and improvements in water efficiency. Using a water mass balance approach and visual management with usage data sourced from daily monitoring, Kellogg plants identify hot spots.



In 2011 a waste water screen in the treatment plant at the Charmhaven site was modified resulting in annualised water savings of 1.5 Mega Litres (ML). Faulty valves in scrubbers and screening systems were identified at the Botany site which resulted in upgrades to the systems with estimated annual water savings exceeding 60ML. The site team at Frenchs Forest facility worked cross functionally to optimise cleaning programs as a result identifying annualised water savings of 0.2ML.

In 2012 this approach continued and has resulted in water reductions exceeding 30ML. These outcomes are being achieved through the continuing optimisation of cleaning programs and the use of recycled water in pollution control equipment.

The AFGC Sustainability Commitment is a ten year industry-wide strategy which sets targets to improve efficiency across water, waste, energy, emissions, packaging, social and sourcing.

For more information contact afgc@afgc.org.au .

