

KELLOGG CHOOSES ONTARIO

*McGuinty Government Invests In New Manufacturing Plant That Will
Create Jobs In Belleville*

NEWS

March 6, 2008

Kellogg is opening its first new North American manufacturing plant in more than 20 years with the help of the Ontario government.

Ontario will invest \$9.7 million to support [Kellogg's](#) new \$97-million plant which will produce Mini-Wheats cereal. Kellogg will hire about 100 new employees for the plant and the investment helps protect other high-skilled jobs for families in Quinte.

The government's investment is part of its five-point plan to keep Ontario competitive in the global economy and create jobs for Ontario families. The Advanced Manufacturing Investment Strategy provides companies with repayable, interest-free loans for up to five years to support investments in technology and innovation.

QUOTES

"Kellogg's investment is a vote of confidence in the strength of Ontario's manufacturing sector," said Premier McGuinty. "Companies like Kellogg prove that Ontario is the place to be when you want the best-educated, most innovative and highly skilled workers."

"Innovative companies like Kellogg are creating opportunities for Quinte and communities across the province," said MPP Leona Dombrowsky. "We want to thank them for their vote of confidence in Ontario."

"Ontario's support and Belleville's skilled workers were contributing factors in our decision to invest," said Francois Rouilly, President and CEO, Kellogg Canada. "We would like to thank the City of Belleville, the Region and Province for their cooperative spirit and outstanding partnership with Kellogg."

QUICK FACTS

Ontario has the second highest number of manufacturing employees of any place in North America, after California and the highest percentage of people with a post-secondary education in the western world.

Food processing is the second largest manufacturing sector in Ontario after the automotive industry.

With 2007 sales of nearly \$12 billion, Kellogg is the world's leading cereal producer and a leading producer of convenience foods. Kellogg products are manufactured in 18 countries and sold in more than 180 countries around the world.

LEARN MORE

Learn more about how Ontario is [investing in jobs](#) for Ontario families.

Learn more about Ontario's [food processing](#) industry.

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