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John A Bryant
Chairman and CEO, The Kellogg Company
1 Kellogg Square
Battle Creek, MI, 49017

Dear Mr Bryant,

As a concerned member of the allergic community, I urge you to reconsider your company's decision to begin adding peanut flour to existing cracker varieties that many consider safe from peanuts.

The decision places individuals with peanut allergies, many of which are children, at risk for life-threatening anaphylaxis. No matter how the company chooses to disclose the additional peanut content, there will be teachers, school nurses, daycare workers, babysitters, and even parents who will miss the advisory because they've relied on these crackers as safe snacks for the children in their care for years.

My concern is shared by many. As proof, please find a copy of a petition that continues to be circulated on Change.org that has so far garnered over 15,000 signatures.

We will continue our efforts – including the circulation of this petition – until Kellogg's adequately addresses our concerns.

I look forward to your reply.

Respectfully,

Dave Bloom
CEO, SnackSafely.com