

KELLOGG CO  
Form SC 13G/A  
February 11, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 13G**

Under the Securities Exchange Act of 1934

(Amendment No. 33)\*

**Kellogg Company**

(Name of Issuer)

Common Stock

(Title of Class of Securities)

487836108

(CUSIP Number)

12/31/09

(Date of Event Which Requires Filing of this Statement)

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page. The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP NO. 487836108

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1 NAME OF REPORTING PERSON

The Bank of New York Mellon Corporation

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

A New York Corporation

5 SOLE VOTING POWER

NUMBER OF

SHARES 6 3,094,431  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 7 85,642,465  
EACH SOLE DISPOSITIVE POWER

REPORTING

PERSON 8 3,303,042  
WITH SHARED DISPOSITIVE POWER

9 85,720,201  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 89,125,969  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 23.4%  
TYPE OF REPORTING PERSON\*

HC

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON

2 The Bank of New York Mellon Trust Company, N.A.  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

A National Banking Association  
5 SOLE VOTING POWER

NUMBER OF

SHARES 6 130  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 85,578,390  
EACH 7 SOLE DISPOSITIVE POWER

REPORTING

PERSON 100  
8 SHARED DISPOSITIVE POWER  
WITH

9 85,578,420  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 85,578,520  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 22.4%  
TYPE OF REPORTING PERSON\*

BK

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON

James M. Jenness

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

5 SOLE VOTING POWER

NUMBER OF

SHARES 6 725,103  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 85,436,490  
EACH 7 SOLE DISPOSITIVE POWER

REPORTING

PERSON 714,917  
8 SHARED DISPOSITIVE POWER  
WITH

9 85,436,490  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 86,161,593  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

*22.6%*  
**12** TYPE OF REPORTING PERSON\*

IN

**\* SEE INSTRUCTIONS BEFORE FILLING OUT!**



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1 NAME OF REPORTING PERSON

Sterling K. Speirn

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

5 SOLE VOTING POWER

NUMBER OF

SHARES 6 13,867  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 85,728,290  
EACH 7 SOLE DISPOSITIVE POWER

REPORTING

PERSON 5,781  
8 SHARED DISPOSITIVE POWER  
WITH

9 85,728,290  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 85,742,157  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

*22.5%*  
**12** TYPE OF REPORTING PERSON\*

IN

**\* SEE INSTRUCTIONS BEFORE FILLING OUT!**

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1 NAME OF REPORTING PERSON

Wenda W. Moore

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

5 SOLE VOTING POWER

NUMBER OF

SHARES 6 663 SHARED VOTING POWER

BENEFICIALLY

OWNED BY 7 85,436,490 SOLE DISPOSITIVE POWER  
EACH

REPORTING

PERSON 8 663 SHARED DISPOSITIVE POWER  
WITH

9 85,436,490  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 85,437,153  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 22.4%  
TYPE OF REPORTING PERSON\*

IN

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

Schedule 13G

Issuer: Kellogg Company

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This Schedule 13G is being filed as Amendment No. 33 to the Schedule 13G dated April 23, 1979 filed on behalf of Harris Trust and Savings Bank, Lyle C. Roll, Russell G. Mawby and William V. Bailey as trustees of the W.K. Kellogg Foundation Trust (the Trust ) with respect to shares of common stock of Kellogg Company (the Shares ).

This Amendment No. 33 is being filed by The Bank of New York Mellon Corporation as parent holding company for The Bank of New York Mellon Trust Company, N.A., by The Bank of New York Mellon Trust Company, N.A. as trustee of the Trust, on behalf of the Trust and on behalf of itself, James M. Jenness, Sterling K. Speirn and Wenda W. Moore, as all of the trustees of the Trust as of December 31, 2009.

The number of Shares beneficially owned by each of The Bank of New York Mellon Corporation and certain of its affiliates (including The Bank of New York Mellon Trust Company, N.A.), James M. Jenness, Sterling K. Speirn and Wenda W. Moore, individually, as fiduciary or otherwise, is hereinafter reported. The number of Shares beneficially owned collectively by such persons is 90,157,402, which is 23.6% of the Shares outstanding. Of this amount 85,436,490 Shares, or 22.4% of the Shares outstanding, represent Shares owned in a fiduciary capacity on behalf of the Trust. Shares owned in other fiduciary capacities are noted on Exhibit 99.1.

The number of reported Shares for James M. Jenness includes 614,510 Shares that Mr. Jenness may acquire within 60 days of December 31, 2009 by exercising options granted to him under the Kellogg Company Key Employee Incentive Plans. The number of reported Shares for Sterling K. Speirn includes 5,781 Shares that Mr. Speirn may acquire within 60 days of December 31, 2009 by exercising options granted to him under the Kellogg Company Non-Employee Director Stock Plan.

- Item 1.**
- (a) **Name of Issuer:**  
Kellogg Company
  - (b) **Address of Issuer's Principal Executive Offices:**  
One Kellogg Square  
Battle Creek, Michigan 49016-3599

- Item 2.**
- (a) **Name of Persons Filing:**  
The Bank of New York Mellon Corporation  
The Bank of New York Mellon Trust Co., N.A.  
James M. Jenness  
Sterling K. Speirn  
Wenda W. Moore

- (b) **Address of Principal Business Office:**
- | <u>Person Filing</u>                        | <u>Address</u>  |
|---|---|
| The Bank of New York Mellon Corporation     | One Wall Street<br>New York, NY 10286                                       |
| The Bank of New York Mellon Trust Co., N.A. | One BNY Mellon Center<br>500 Grant Street, Suite 410<br>Pittsburg, PA 15258 |
| James M. Jenness                            | One Kellogg Square<br>P. O. Box 3599<br>Battle Creek, Michigan 49016        |

Schedule 13G

Issuer: Kellogg Company

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|                    |  |
|--------------------|--|
| Sterling K. Speirn | One Michigan Avenue East<br>Battle Creek, Michigan 49017 |
| Wenda W. Moore     | One Michigan Avenue East<br>Battle Creek, Michigan 49017 |

(c) **Citizenship:**

|   |                                 |
|---|---------------------------------|
| The Bank of New York Mellon Corporation     | -A New York Corporation         |
| The Bank of New York Mellon Trust Co., N.A. | -A National Banking Association |
| James M. Jenness                            | -U.S. Citizen                   |
| Sterling K. Speirn                          | -U.S. Citizen                   |
| Wenda W. Moore                              | -U.S. Citizen                   |

(d) **Title of Class of Securities:**

All persons filing - common stock

(e) **CUSIP Number:**

All persons filing - 487836108

**Item 3. (a) - (j)**

This statement is being filed pursuant to Rule 13d-1(d).

**Item 4. Ownership:**

(a) **Amount Beneficially Owned as of December 31, 2009:**

|   |   |            |
|---|---|------------|
| The Bank of New York Mellon Corporation     | - | 89,125,969 |
| The Bank of New York Mellon Trust Co., N.A. | - | 85,578,520 |
| James M. Jenness                            | - | 86,161,593 |
| Sterling K. Speirn                          | - | 85,742,157 |
| Wenda W. Moore                              | - | 85,437,153 |

(b) **Percent of Class:**

|   |   |       |
|---|---|-------|
| The Bank of New York Mellon Corporation     | - | 23.4% |
| The Bank of New York Mellon Trust Co., N.A. | - | 22.4% |
| James M. Jenness                            | - | 22.6% |
| Sterling K. Speirn                          | - | 22.5% |
| Wenda W. Moore                              | - | 22.4% |

(c) **Number of shares as to which such person has:**

(i) **Sole power to vote or to direct the vote:**

|   |   |           |
|---|---|-----------|
| The Bank of New York Mellon Corporation     | - | 3,094,431 |
| The Bank of New York Mellon Trust Co., N.A. | - | 130       |
| James M. Jenness                            | - | 725,103   |
| Sterling K. Speirn                          | - | 13,867    |
| Wenda W. Moore                              | - | 663       |

Schedule 13G

Issuer: Kellogg Company

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**(ii) Shared power to vote or to direct the vote:**

|   |            |
|---|------------|
| The Bank of New York Mellon Corporation     | 85,642,465 |
| The Bank of New York Mellon Trust Co., N.A. | 85,578,390 |
| James M. Jenness                            | 85,436,490 |
| Sterling K. Speirn                          | 85,728,290 |
| Wenda W. Moore                              | 85,436,490 |

**(iii) Sole power to dispose or to direct the disposition of:**

|   |           |
|---|-----------|
| The Bank of New York Mellon Corporation     | 3,303,042 |
| The Bank of New York Mellon Trust Co., N.A. | 100       |
| James M. Jenness                            | 714,917   |
| Sterling K. Speirn                          | 5,781     |
| Wenda W. Moore                              | 663       |

**(iv) Shared power to dispose or to direct the disposition of:**

|   |            |
|---|------------|
| The Bank of New York Mellon Corporation     | 85,720,201 |
| The Bank of New York Mellon Trust Co., N.A. | 85,578,420 |
| James M. Jenness                            | 85,436,490 |
| Sterling K. Speirn                          | 85,728,290 |
| Wenda W. Moore                              | 85,436,490 |

**Item 5. Ownership of Five Percent or Less of a Class:**

Shirley D. Bowser left the office of co-trustee of the Trust on January 30, 2009. On that date, Wenda W. Moore succeeded Mrs. Bowser as a co-trustee of the Trust. Accordingly, as of January 30, 2009, Mrs. Bowser ceased to be the beneficial owner of more than five percent of the common stock of Kellogg Company, and as of January 30, 2009 Mrs. Moore became such a beneficial owner. Beginning with the year ending December 31, 2009, Mrs. Moore is reporting her shareholdings of Kellogg Company in lieu of Mrs. Bowser on amendments to this Schedule 13G.

The Bank of New York Mellon Trust Company, N.A. replaced The Bank of New York Mellon as corporate trustee of the Trust on June 4, 2009. Each of these entities is a subsidiary of The Bank of New York Mellon Corporation.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person:**

See Exhibit 99.1

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person:**

The Bank of New York Mellon Corporation, a parent holding company, is filing with respect to its subsidiaries, including The Bank of New York Mellon Trust Company, N.A.

**Item 8. Identification and Classification of Members of the Group:**

Not Applicable

**Item 9. Notice of Dissolution of Group:**

Not Applicable



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**Item 10. Certifications:**

Not Applicable

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Issuer: Kellogg Company

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**SIGNATURES**

After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this statement is true, complete and correct.

Dated: February 11, 2010

The Bank of New York Mellon Corporation

By /s/ Nicholas R. Darrow  
Nicholas R. Darrow  
Senior Vice President  
Attorney-in-Fact for  
The Bank of New York Mellon Corporation

The Bank of New York Mellon Trust Company, N.A., as trustee of the W.K. Kellogg Foundation Trust

By /s/ Dana Luksic  
Dana Luksic  
Vice President

James M. Jenness

/s/ Dana Luksic  
By his attorney in fact, Dana Luksic

Sterling K. Speim

/s/ Dana Luksic  
By his attorney in fact, Dana Luksic

Wenda W. Moore

/s/ Dana Luksic  
By her attorney in fact, Dana Luksic

**SCHEDULE 13G**

**EXHIBIT INDEX**

| <b>Exhibit No.</b> | <b>Exhibit</b>   |
|--------------------|--|
| Exhibit 24.1       | Power of Attorney of The Bank of New York Mellon Corporation dated October 12, 2009. |
| Exhibit 24.2       | Power of Attorney of James M. Jenness dated September 10, 2009.                      |
| Exhibit 24.3       | Power of Attorney of Sterling K. Speirn dated September 10, 2009.                    |
| Exhibit 24.4       | Power of Attorney of Wenda W. Moore dated September 10, 2009.                        |
| Exhibit 99.1       | Ownership of More Than Five Percent on Behalf of Another Person.                     |
| Exhibit 99.2       | Agreement Pursuant to Rule 13d-1(k)(1)(iii).   |