Kellogg's Goes Green, Stays Cool

Coolerado

With manufacturing plants across the globe, Kellogg’s has made its mark on the breakfast cereal industry. But, the company believes that mark doesn’t have to leave an over-sized carbon footprint. Kellogg’s is making great strides toward sustainability, which include choosing energy-efficient air conditioners to cool its plant in Mexicali, Mexico.

Going green is nothing new to the breakfast cereal giant headquartered in Battle Creek, Michigan. The company created GoGreen Teams which sponsor eco-friendly events and activities within the organization. It also put in place a Chief Sustainability Officer and Board of Directors’ Social Responsibility Committee to ensure the company sticks to its set guidelines for all sourcing activities, including agricultural ingredients. And, it sets measureable goals for reducing its emissions, water and energy use and waste.

Kellogg's Mexicali Challenge

The extremely hot and dry climate of the Kellogg’s food processing plant in Mexicali, Mexico provided a cooling and energy consumption challenge many companies face – how to keep their buildings cool without continuing to spend tremendous amounts of money. Specifically, the challenge was to keep Kellogg’s compressor room at 30 degrees C (86 degrees F), while ambient conditions reach as high as 50 degrees C (120 degrees F). The application – a processing plant at sea level elevation, was determined to need 50 tons of cooling. If Kellogg’s opted to cool with traditional methods, they would consume roughly 60kw during peak cooling conditions.

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