

KELLOGG CO  
Form SC 13G/A  
February 13, 2007

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

**Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**

**(Amendment No. 30)\***

Kellogg Company

---

(Name of Issuer)

Common Stock

---

(Title of Class of Securities)

487836108

(CUSIP Number)

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(Date of Event Which Requires Filing of this Statement)

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)

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\* 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).

**1 NAME OF REPORTING PERSON**

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (ENTITIES ONLY)

The Bank of New York Company, Inc.

(I.R.S. 13-2614959)

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

(a) ..

(b) x

**3 SEC USE ONLY**

**4 CITIZENSHIP OR PLACE OF ORGANIZATION**

A New York Corporation

**NUMBER OF** 5 **SOLE VOTING POWER**

**SHARES** 153,103

6 **SHARED VOTING POWER**

**BENEFICIALLY**

94,512,751

**OWNED BY**

7 **SOLE DISPOSITIVE POWER**

**EACH**

743,827

8 **SHARED DISPOSITIVE POWER**

**REPORTING**

93,783,776

**PERSON**

**WITH**

**9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON**

94,665,854

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

..

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

23.8%

**12 TYPE OF REPORTING PERSON\***

HC

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

CUSIP NO. 487836108

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**1 NAME OF REPORTING PERSON**

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (ENTITIES ONLY)

James M. Jenness

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

(a) ..

(b) x

**3 SEC USE ONLY**

**4 CITIZENSHIP OR PLACE OF ORGANIZATION**

U.S. Citizen

**NUMBER OF** 5 **SOLE VOTING POWER**

**SHARES** 742,103

6 **SHARED VOTING POWER**

**BENEFICIALLY**

93,759,190

**OWNED BY** 7 **SOLE DISPOSITIVE POWER**

**EACH** 732,704

8 **SHARED DISPOSITIVE POWER**

**REPORTING** 93,759,190

**PERSON**

**WITH**

**9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON**

94,501,293

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

..

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

23.8%

**12 TYPE OF REPORTING PERSON\***

IN

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

CUSIP NO. 487836108

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**1** NAME OF REPORTING PERSON

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (ENTITIES ONLY)

William C. Richardson

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

- (a) ..
- (b) x

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

**NUMBER OF** 5 SOLE VOTING POWER

**SHARES** 52,403

6 SHARED VOTING POWER

**BENEFICIALLY**

93,759,190

**OWNED BY** 7 SOLE DISPOSITIVE POWER

**EACH** 35,400

8 SHARED DISPOSITIVE POWER

**REPORTING** 93,759,190

**PERSON**

**WITH**

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

93,811,593

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

..

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

23.6%

**12** TYPE OF REPORTING PERSON\*

IN

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

**1** NAME OF REPORTING PERSON

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (ENTITIES ONLY)

Shirley D. Bowser

**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

**NUMBER OF** **5** SOLE VOTING POWER

**SHARES** 0

**6** SHARED VOTING POWER

**BENEFICIALLY**

93,759,190

**OWNED BY** **7** SOLE DISPOSITIVE POWER

**EACH** 0

**8** SHARED DISPOSITIVE POWER

**REPORTING** 93,759,190

**PERSON**

**WITH**

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

93,759,190

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

..

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

23.6%

**12** 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. 30 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. 30 is being filed by The Bank of New York as trustee of the Trust, on behalf of the Trust and on behalf of itself, James M. Jenness, William C. Richardson and Shirley D. Bowser, as all of the trustees of the Trust as of December 31, 2006.

The number of Shares beneficially owned by each of The Bank of New York and certain of its affiliates, James M. Jenness, William C. Richardson and Shirley D. Bowser, individually, as fiduciary or otherwise, is hereinafter reported. The number of Shares beneficially owned collectively by such persons is 95,460,360, which is 24.0% of the Shares outstanding. Of this amount 93,759,190 Shares, or 23.6% 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 689,308 Shares that Mr. Jenness may acquire within 60 days of December 31, 2006 by exercising options granted to him under the Kellogg Company Key Employee Incentive Plans. The number of reported Shares for William C. Richardson includes 35,000 Shares that Dr. Richardson may acquire within 60 days of December 31, 2006 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 Company, Inc.

James M. Jenness

William C. Richardson

Shirley D. Bowser

**(b) Address of Principal Business Office :**

Person Filing

Address

The Bank of New York Company, Inc.

One Wall Street

New York, NY 10286

James M. Jenness

One Kellogg Square

P. O. Box 3599

Battle Creek, Michigan 49016

William C. Richardson

One Michigan Avenue East

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Shirley D. Bowser

Battle Creek, Michigan 49017

One Michigan Avenue East

Battle Creek, Michigan 49017



Schedule 13G

Issuer: Kellogg Company

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(c) **Citizenship:**

|                                    |                         |
|------------------------------------|-------------------------|
| The Bank of New York Company, Inc. | -A New York Corporation |
| James M. Jenness                   | -U.S. Citizen           |
| William C. Richardson              | -U.S. Citizen           |
| Shirley D. Bowser                  | -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, 2006:**

|                                    |              |
|------------------------------------|--------------|
| The Bank of New York Company, Inc. | - 94,665,854 |
| James M. Jenness                   | - 94,501,293 |
| William C. Richardson              | - 93,811,593 |
| Shirley D. Bowser                  | - 93,759,190 |

(b) **Percent of Class:**

|                                    |         |
|------------------------------------|---------|
| The Bank of New York Company, Inc. | - 23.8% |
| James M. Jenness                   | - 23.8% |
| William C. Richardson              | - 23.6% |
| Shirley D. Bowser                  | - 23.6% |

(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 Company, Inc. | - 153,103 |
| James M. Jenness                   | - 742,103 |
| William C. Richardson              | - 52,403  |
| Shirley D. Bowser                  | - 0       |

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Issuer: Kellogg Company

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

|                                    |              |
|------------------------------------|--------------|
| The Bank of New York Company, Inc. | - 94,512,751 |
| James M. Jenness                   | - 93,759,190 |
| William C. Richardson              | - 93,759,190 |
| Shirley D. Bowser                  | - 93,759,190 |

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

|                                    |           |
|------------------------------------|-----------|
| The Bank of New York Company, Inc. | - 743,827 |
| James M. Jenness                   | - 732,704 |
| William C. Richardson              | - 35,400  |
| Shirley D. Bowser                  | - 0       |

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

|                                    |              |
|------------------------------------|--------------|
| The Bank of New York Company, Inc. | - 93,783,776 |
| James M. Jenness                   | - 93,759,190 |
| William C. Richardson              | - 93,759,190 |
| Shirley D. Bowser                  | - 93,759,190 |

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

William C. Richardson left the office of co-trustee of the Trust on January 31, 2007. On that date, Sterling K. Speirn succeeded Dr. Richardson as a co-trustee of the Trust. Accordingly, as of January 31, 2007, Dr. Richardson ceased to be the beneficial owner of more than five percent of the common stock of Kellogg Company, and as of January 31, 2007 Mr. Speirn became such a beneficial owner. Beginning with the year ending December 31, 2007, Mr. Speirn will report his shareholdings of Kellogg Company in lieu of Dr. Richardson on amendments to this Schedule 13G.

**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 Company, Inc., a parent holding company, is filing with respect to its following subsidiaries:

The Bank of New York

One Wall Street

New York, NY 10286

The Bank of New York Trust Company

123 Main Street

White Plains, New York 10601

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

Not Applicable

Schedule 13G

Issuer: Kellogg Company

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

Not Applicable

**Item 10. Certifications:**

Not Applicable

Schedule 13G

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 13, 2007

The Bank of New York, as trustee of the

W.K. Kellogg Foundation Trust

By /s/ Joyce S. Walsh  
Joyce S. Walsh  
Vice President

James M. Jenness

/s/ Joyce S. Walsh  
By his attorney in fact, Joyce S. Walsh

William C. Richardson

/s/ Joyce S. Walsh  
By his attorney in fact, Joyce S. Walsh

Shirley D. Bowser

/s/ Joyce S. Walsh  
By her attorney in fact, Joyce S. Walsh

**SCHEDULE 13G**

**EXHIBIT INDEX**

| <b>Exhibit No.</b> | <b>Exhibit</b>   |
|--------------------|--|
| Exhibit 24.1       | Power of Attorney of James M. Jenness dated February 10, 2006 (incorporated by reference to Exhibit 24.1 to Amendment No. 29 to this Schedule 13G filed on February 13, 2006 ( Amendment No. 29 ). |
| Exhibit 24.2       | Power of Attorney of William C. Richardson dated February 10, 2006 (incorporated by reference to Exhibit 24.2 to Amendment No. 29).  |
| Exhibit 24.3       | Power of Attorney of Shirley D. Bowser dated February 10, 2006 (incorporated by reference to Exhibit 24.3 to Amendment No. 29).  |
| 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).   |