

Our journey toward regeneration

In 2013, General Mills launched a goal to sustainably source 10 priority ingredients by 2020. While we achieved this goal in 2020, our work continues to ensure access to high-quality ingredients as well as to manage the social, economic and environmental impacts of our ingredients. Through the results of our sustainable sourcing work, we learned that we need to take a holistic approach to regenerating ecosystems and advancing

human rights in order to more fully actualize opportunities that catalyze change. This begins with understanding how systems — such as climate, agriculture, water, biodiversity, and farming communities — are all interconnected and how we as a company can positively impact each.

With that knowledge, we have evolved from individual ingredient strategies to programs

that help regenerate the planet while also creating positive outcomes for people. To the right is how we have shifted our focus for the 10 sustainable sourcing priority ingredients. Please refer to the [Regenerative agriculture](#), [Eliminating deforestation](#), [Water stewardship](#), [Human rights](#) and [Animal welfare](#) sections for more detail on our strategies for these and other ingredients.

EXAMPLE: POSITIVE IMPACTS OF REGENERATIVE DAIRY

At General Mills, we recognize that dairy is a significant contributor to our greenhouse gas footprint and to global emissions overall. We also know that dairy is important in the context of water as it relates to water quality and manure and nutrient management. That's why we are taking a leadership role in creating — and expanding — programs in dairy to improve the impacts of dairy on animal welfare, farmer profitability and climate.

In North America, our regenerative agriculture pilot program started with three dairies in Michigan, and we have since expanded significantly throughout the Great Lakes region and Canada. Our partnership with the National



Fish and Wildlife Foundation (NFWF) helps to expand the scale and reach of our impact through partner projects that advance regenerative agriculture implementation and water outcomes (see map). Understanding the enormous potential in dairy, we continue to target our main supply sheds and to create programs appropriate for each geography and context. In late 2021, General Mills launched its first regenerative agriculture pilot in Europe to support farmers who supply milk for Häagen-Dazs ice cream.

Our new partners in Quebec, Logiag and Regeneration Canada, are supporting scaling regenerative agriculture to another important supply shed for General Mills.

In the coming year, we will launch whole farm GHG modeling to improve data on a variety of management practices and dairy systems (including manure), with a focus on finding greenhouse gas and financial “leaks” in dairy farm systems to reduce environmental impacts while saving money for the farmers. Regeneration Canada advances holistic farmer engagement and leadership to ensure that regenerative agriculture reflects farmer needs and whole-farm context. We are working closely with suppliers in all three dairy supply sheds to identify farmers ready to advance regenerative agriculture and whole farm GHG modeling on their dairy operation.

▽ We are building the capacity of local service providers and farmers to understand dairy context and select regenerative approaches that help to achieve positive outcomes.



	Program	Regions	Focus on positive outcomes
	General Mills regenerative agriculture pilot farming communities	Great Lakes, Quebec	Climate, biodiversity, animal welfare, soil health, farmer profitability, water quality
	National Fish & Wildlife Foundation partnership projects	Great Lakes	

Evolving our approach

FROM Individual ingredient strategies

-  Cocoa
-  Corn
-  Vanilla
-  Dairy
-  Oats
-  Fiber packaging
-  Wheat
-  Sugarcane
-  Sugar beets
-  Palm oil

TO Strategies that regenerate the planet and create positive outcomes



CLIMATE



REGENERATIVE AGRICULTURE



WATER STEWARDSHIP



HUMAN RIGHTS



ANIMAL WELFARE



FOREST POSITIVE