

# General Mills asked to cut plastic

Star Tribune (Minneapolis, MN)

September 30, 2022 Friday

METRO EDITION

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**Section:** BUSINESS; Pg. 1D

**Length:** 537 words

**Byline:** BROOKS JOHNSON; STAFF WRITER, STAR TRIBUNE (Mpls.-St. Paul)

**Highlight:** The food maker balked at shareholder proposal, saying it uses less than its peers.

## Body

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Shareholders told General Mills this week that the company needs to do more to reduce plastic use.

A resolution brought by investor activist group Green Century Capital Management - and approved by 55% of shareholders - demands a report "assessing if and how the company can increase the scale, pace and rigor of its sustainable packaging efforts by reducing its absolute plastic packaging use."

"The bottom line is that companies know they need to cut plastic, and many are starting to act, Annie Sanders, Green Century's director of shareholder advocacy, said in a statement. "This majority vote from shareholders gives General Mills marching orders to establish a baseline plastic footprint so the company can assess what's possible. Investors, consumers and the planet demand it."

General Mills has previously committed to making all packaging material recyclable or reusable by 2030; currently 89% of its packaging meets that goal.

The shareholder proposal noted that "despite the business risks and broad societal impact, General Mills has no quantitative goal or timeline for reducing its plastic packaging use."

The Golden Valley-based food maker's board of directors had opposed the shareholder proposal, saying it uses less plastic than its peers and already reports on progress toward its sustainability goals.

"The majority of our plastic packaging is direct food-contact packaging, which must adhere to strict government regulations to ensure food safety," Chief Executive Jeff Harmening said at Tuesday's annual meeting. "Currently there aren't widely available

nonplastic alternatives that meet these requirements. For these reasons, our sustainable packaging/recycling commitment makes most sense for our company at this time."

General Mills is "continuing to explore technology that could advance the availability of nonplastic packaging alternatives that meet food safety requirements," according to a company statement.

Green Capital has filed similar proposals at large corporations across the country, reaching deals with several of them regarding plastic use, including Coca-Cola, CVS and Target, before the scheduled vote.

But shareholder support is harder to come by: just 2% of environmental-focused shareholder proposals passed in the first half of 2022, according to Glass Lewis, an advisory firm.

## General Mills asked to cut plastic

About 23% of the General Mills' packaging material by weight is plastic, much of which cannot be recycled curbside.

General Mills is part of a business coalition investing in a plastic film recycling facility in Rogers, Minn., which could annually keep 90 million pounds of plastic out of landfills at full capacity. The company also introduced a recyclable wrapper - via in-store drop-off - for its Nature Valley granola bars.

Environmentalists contend reducing total plastic use, recycled or not, needs to be the priority to prevent pollution and the shedding of microplastics.

"Plastic waste is inundating America's rivers and streams, and clogging the world's oceans," said Steve Blackledge, senior director of conservation campaigns for Environment America Research & Policy Center. "Thankfully, the shareholders of General Mills agree that the company can and should do more."

Brooks Johnson · 218-491-6496

**Load-Date:** September 30, 2022

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# **EPA begins oversight of General Mills/Henkel Corp. Superfund site in Minneapolis; will host Superfund training and open house on Wednesday, December 14**

Impact News Service

December 6, 2022 Tuesday

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**Length:** 350 words

## **Body**

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Washington: U.S Environmental Protection Agency has issued the following news release:

Today, U.S Environmental Protection Agency announced the agency will assume investigation responsibilities for the General Mills/Henkel Corp. Superfund site in Minneapolis, Minnesota. To update community members, the agency will host "Superfund 101" training and an open house on Wednesday, December 14.

Since 1984, the Minnesota Pollution Control Agency has provided oversight for the General Mills/Henkel Corp. Superfund site. In October 2022, MPCA formally requested the transfer of oversight responsibilities to EPA. This transfer was requested due to:

the proximity of this site to the Southeast Hennepin Area Groundwater and Vapor Superfund site, which EPA manages. the possibility that the contaminant plumes of both sites currently overlap or may in the future. the primary contaminant of concern at both Superfund sites is trichloroethylene, or TCE. one agency managing both sites is more efficient, straightforward, and cost-effective.

Moving forward, EPA will oversee site cleanup and future maintenance. The Agency will continue to partner with MPCA and local partners to provide technical support and community and stakeholder engagement.

Adjacent to the General Mills site is the Southeast Hennepin Area Groundwater and Vapor Superfund site. In March 2022, EPA added the site to the National Priorities List, or NPL. Since then, the Agency has begun its search for potentially responsible parties and is developing a workplan to sample soil, groundwater (water underground) and indoor and outdoor air to understand site contamination.

EPA is hosting a Superfund 101 training followed by an open house for residents to learn about the federal Superfund process and ask questions.

**When:** Wednesday, December 14

**Time:** Superfund training: 4:30 – 6:30 p.m Open house: 6:30 – 8:30 p.m

**Where:** Van Cleve Recreation Center Gym 901 15th Ave. S.E Minneapolis

EPA begins oversight of General Mills/Henkel Corp. Superfund site in Minneapolis; will host Superfund training and open house on Wednesday, December 14

Local COVID-19 protocols will be followed during the event, which are subject to change without notice. This location has parking on-site and is wheelchair accessible.

**Load-Date:** December 7, 2022

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End of Document

# **-General Mills and NFWF announce partnership to accelerate the adoption of regenerative agriculture; Projects supported by General Mills will help farmers improve soil health and water quality, and reduce green-house gas emissions**

ENP Newswire

May 12, 2021 Wednesday

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**Length:** 726 words

## **Body**

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WASHINGTON, D.C. - The National Fish and Wildlife Foundation (NFWF) today announced a partnership with General Mills that will support important conservation efforts on working lands in the Great Lakes Basin (Michigan and Wisconsin) and the Southern Great Plains (stretching from Nebraska to Texas).

Through NFWF's Sustain Our Great Lakes and Conservation Partners Programs, this new partnership will accelerate the adoption of regenerative agriculture to improve soil health and water quality, while also enhancing vital habitat for fish and wildlife.

Regenerative agriculture emphasizes a comprehensive, holistic approach to land management that rebuilds soil productivity, strengthens the health of ecosystems and supports community resilience. Regenerative agriculture is a systems-approach to farming and ranching that integrates multiple land management principles, including:

Minimizing disturbances to the soil and biological community

Maximizing diversity of plants and animals

Keeping the soil covered

Keeping a living root in the ground year-round

'Declining planetary health, natural resources and ecosystems, coupled with an increasing demand to feed a growing population, calls for us to move beyond sustainability,' said Mary Jane Melendez, chief Sustainability and Social Impact officer, General Mills. 'We are proud to partner with NFWF to give local organizations financial assistance to build out resources needed, like education and coaching, to accelerate the regenerative agriculture movement.'

-General Mills and NFWF announce partnership to accelerate the adoption of regenerative agriculture; Projects supported by General Mills will help farmers impro....

The NFWF-General Mills partnership will support the hiring of field conservation professionals who will work directly with landowners to develop and implement planning and stewardship actions that generate economic benefits alongside positive environmental outcomes. Locally-led programs will offer assistance that is adaptable to each producer's unique goals, experience, risk tolerance, and other considerations on their path to a regenerative system. By focusing on the Great Lakes Basin and the Southern Great Plains, this effort prioritizes areas that are important for fish and wildlife, and advances regenerative agriculture principles in key ingredient sourcing regions for General Mills.

'Our partnership with General Mills represents an extraordinary opportunity to integrate agricultural production with wildlife conservation at a significant scale' said Jeff Trandahl, executive director and CEO of NFWF. 'By accelerating adoption of regenerative agriculture, the partnership will deliver important benefits for habitat, water resources, and farmers' and ranchers' bottom lines in two important areas of the Midwest.'

Examples of conservation actions to be supported through these grants include the integrated implementation of soil health systems, which may include cover crops, crop rotation and conservation tillage, on-farm riparian buffer and wetland enhancement, beneficial grazing practices, and other grassland management techniques. In addition, this partnership emphasizes the convening of local farmer-led groups to engage in peer-to-peer learning, discussion and conservation planning to advance regional knowledge and adoption of regenerative agriculture principles.

Additional information for each program can be found at these links: [Sustain our Great Lakes and Conservation Partners Program](#).

#### About the National Fish and Wildlife Foundation

Chartered by Congress in 1984, the National Fish and Wildlife Foundation (NFWF) protects and restores the nation's fish, wildlife, plants and habitats. Working with federal, corporate and individual partners, NFWF has funded more than 5,000 organizations and generated a total conservation impact of \$ 6.8 billion. Learn more at [NFWF.org](#).

#### About General Mills

General Mills is a leading global food company whose purpose is to make food the world loves. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, BLUE and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2020 net sales of U.S. \$ 17.6 billion. In addition, General Mills' share of non-consolidated joint venture net sales totaled U.S. \$ 1.0 billion.

#### Media

General Mills Corporate Communications

763-764-6364

[media.line@genmills.com](mailto:media.line@genmills.com)

[Editorial queries for this story should be sent to [newswire@enpublishing.co.uk](mailto:newswire@enpublishing.co.uk) ]

**Load-Date:** May 12, 2021

-General Mills and NFWF announce partnership to accelerate the adoption of regenerative agriculture; Projects supported by General Mills will help farmers impro....

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# **-General Mills - Nature Valley launches first-ever Store Drop-Off recyclable snack bar wrapper**

ENP Newswire

February 17, 2021 Wednesday

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**Length:** 762 words

## **Body**

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Nature Valley is leading the charge to a more recyclable future and today, launches the first plastic film wrapper designated as Store Drop-Off recyclable by How2Recycle with the brand's iconic Crunchy granola bar.

The newly packaged bars are on shelves this spring and bring Nature Valley closer to achieving its commitment to 100% recyclable packaging by 2025. By purposefully not patenting this wrapper, Nature Valley is welcoming other food brands to apply the technology to their product portfolios.

'This advancement led by Nature Valley demonstrates that big, innovative thinking can empower and enable consumers to take small steps, like recycling a wrapper through Store Drop-Off, to make a significant difference in the health of our planet,' said Mary Jane Melendez, chief sustainability and social impact officer, General Mills. 'It's up to brands like Nature Valley and others in the snack industry to make these changes and do our part to protect the environment for generations to come.'

With this new packaging, Nature Valley plans to educate consumers about the Store Drop-Off recycling system, re-engage their interest in reducing landfilled material and stimulate recycling. According to the Hartman Group's Sustainability 2019 report, 70% of the U.S. population want to decrease plastic waste but don't know how, yet over 90% of Americans are within 10 miles of a Store Drop-Off recycling location. That is a potential 295 million people who could participate in Store Drop-Off recycling.

Developed in collaboration with Nature Valley RD scientists and packaging partners, the wrapper uses new-to-the-category, advanced film processing with unique polyethylene polymers. Once recycled, the materials can be used to create new products like synthetic lumber and decking equipment. This new packaging offers the barrier needed to preserve the product's freshness and does not compromise the product's shelf life. The goal is to implement the wrapper technology across the brand's entire portfolio of snacks by 2025 and extend to other General Mills brands and products.

Nature Valley introduced the world's first granola bar in 1975 as an on-the-go snack designed to help people get outside and explore nature. The How2Recycle Label is a standardized labeling system that clearly communicates recycling instructions right on the package.



## -General Mills - Nature Valley launches first-ever Store Drop-Off recyclable snack bar wrapper

'Our drive to be a force for good, and a force for nature, led Nature Valley to invest in this packaging technology,' said Brian Higgins, Grain Snacks Business Unit Director at General Mills. 'And as the creator and share leader of the bar category, we feel a responsibility to continue innovating and encouraging future solutions that could make recycling wrappers even easier.'

Nature Valley along with other General Mills brands, are working with leading non-governmental organizations (NGOs) to create infrastructure for plastic film recycling, such as The Recycling Partnership and the Wrap Recycling Action Program (W.R.A.P.). To help encourage Store Drop-Off recycling of Nature Valley wrappers, and other eligible plastics, the brand has created a multi-channel consumer education plan to drive awareness of Store Drop-Off recycling and promote small consumer actions that can lead to big impact in the world.

### About Nature Valley

Nature Valley believes that nature brings out the best in all of us. That's why the brand continually strives to connect people to nature not only through Nature Valley bars, but also outdoor experiences. The brand is committed to acting as an ongoing force for nature by restoring and preserving access to trails nationwide. With access to 10,000 miles recently completed, the brand committed to an additional 10,000 miles expected to be completed in 2023 through a partnership with the National Park Foundation. As creator of the granola bar category in 1975, Nature Valley offers a wide variety of products across bars, snacks and granola selling 3.6 billion granola bars worldwide each year.

### About General Mills

General Mills is a leading global food company whose purpose is to make food the world loves. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, BLUE and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2020 net sales of U.S. \$ 17.6 billion. In addition, General Mills' share of non-consolidated joint venture net sales totaled U.S. \$ 1.0 billion.

Contact:

Tel: 763-764-6364

[Editorial queries for this story should be sent to [newswire@enpublishing.co.uk](mailto:newswire@enpublishing.co.uk) ]

**Load-Date:** February 17, 2021

# General Mills Chosen for CDP's 'A List' for Climate and Water Stewardship

Food & Beverage Close-Up

December 12, 2021 Sunday

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Length: 245 words

## Body

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General Mills has been recognized for leadership in corporate sustainability by global environmental non-profit CDP, achieving a double 'A' score for tackling both climate change and water security.

According to a media release, this year, General Mills is one of few North American companies in the Food & Beverage sector to attain a double 'A' score and was recognized for its leadership, action and transparency to reduce greenhouse gas emissions, mitigate climate risks and practice sustainable management of water resources.

"We're honored to be recognized by CDP for our environmental leadership," said Mary Jane Melendez, chief sustainability and global impact officer at General Mills. "Stressors to the earth and its resources are having an impact on our planet, people's lives and our business. These challenges compel us to take further action to combat climate change and protect water security to ensure a better future for all."

General Mills was the first company to publish a full value chain climate goal approved by the Science Based Targets initiative (SBTi) in 2015. In 2020, General Mills launched a new climate goal to drive further progress, in alignment with the SBTi 1.5 degrees C guidance. Key efforts for General Mills include accelerating climate action, advancing regenerative agriculture principles on farmland in key sourcing regions, and improving water efficiency and quality.

((Comments on this story may be sent to [newsdesk@closeupmedia.com](mailto:newsdesk@closeupmedia.com)))

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# General Mills joins Musim Mas to tackle deforestation in Indonesia with on-the-ground activities aimed at smallholders

BakeryAndSnacks.com

August 4, 2020 Tuesday 9:25 AM GMT+1

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**Length:** 588 words

**Byline:** Gill Hyslop, , Gill

## Body

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General Mills is collaborating with Musim Mas Group to launch a programme designed to integrate independent smallholders from villages neighbouring the Leuser Ecosystem in Aceh Singkil into the sustainable palm oil supply chain to reduce deforestation by improving livelihoods.

The programme is part of Musim Mas' vision to establish Smallholder Hubs that serve as a pre-competitive platform where companies can pool resources and share their expertise to train farmers.

The primary objective is to develop sustainable extension services that benefit communities and the local government.

The Rawa Singkil Wildlife Reserve in Southern Aceh is home to the densest population of orang-utans found anywhere in the world. It spans an 82,000 hectare area of the Leuser Ecosystem peat swamp forest, an area teeming with biodiversity that is at risk. Most of the deforestation has been attributed to small scale encroachment less than five hectares outside the concession areas, according to The Forest Trust. Hence the efforts to focus on smallholders.

General Mills has pledged to fund the first year of the two-year programme that aims to reach 1,000 smallholders.

The programme's curriculum includes Good Agricultural Practices (GAP), business management and NDPE (No Deforestation, No Peat, No Exploitation), which will help smallholders improve their sustainability standards, increase their land productivity and better manage their finances.

To expand the programme's reach, Musim Mas will train governmental agricultural officers in targeted villages, who then will train the independent smallholders in their respective villages.

### High-risk production landscape

As part of General Mills' ongoing commitment to protecting forests and peatlands, we see an increasing need to support on-the-ground activities that address the drivers of deforestation within high-risk production landscapes such as Indonesia's Leuser Ecosystem, said Kevin O'Donnell, global director of Sourcing and Operations Sustainability at General Mills.

This is especially the case with smallholder farmers who can benefit greatly from better access to technical expertise. We're excited to leverage our experience advancing regenerative agriculture and sustainable sourcing innovation across a growing list of commodities with Musim Mas' proven track record of success driving improved livelihood and forest positive results through smallholder extension hubs.

## General Mills joins Musim Mas to tackle deforestation in Indonesia with on-the-ground activities aimed at smallholders

Musim Mas is no stranger in developing and implementing smallholder programmes, having engaged over 31,000 independent growers through various programmes across Indonesia, including a partnership with the International Finance Corporation (IFC) a member of the World Bank Group which has successfully facilitated market access for growers.

Last year, a spokesperson from Musim Mas told BakeryandSnacks the company takes its commitment to sustainability very seriously. It was the first with major operations in Indonesia to join the Roundtable on Sustainable Palm Oil in 2004.

Smallholdings represent at least 40% of Indonesia's oil palm area and still need to progress in terms of sustainability and productivity, said Olivier Tichit, Musim Mas director of Sustainable Supply Chain.

The extension services provided through our Smallholders Hubs deliver better agricultural practices that directly benefit farmers' livelihoods and landscape sustainability.

Our collaboration with General Mills will scale up our outreach to smallholders and integrate them into sustainable supply chains.

**Load-Date:** August 4, 2020

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End of Document

# General Mills: Introducing EPIC Provisions' first bar made from beef raised using practices to reduce carbon emissions

Contify Retail News

March 2, 2021 Tuesday 6:30 AM EST

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**Length:** 636 words

## Body

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MINNEAPOLIS, Minnesota, March 2 -- General Mills Inc issued the following news release:

- Exclusively available at Whole Foods, EPIC's Beef Barbacoa-Inspired Bar is made with beef sourced from White Oak Pastures, a pioneer in regenerative farming practices that put carbon underground.

EPIC, the snack brand with a mission to improve the lives of animals, support human health, and help heal the land, debuts its first bar made from beef raised using practices to reduce carbon emissions. The EPIC Beef Barbacoa-Inspired Bar is the first bar to bear Savory Institute's Land to Market(TM) Ecological Outcome Verification(TM) (EOV) Seal, underscoring EPIC's commitment to advancing regenerative farming practices.

The seal illustrates that the beef in this product was raised using regenerative farming practices that improve soil health, biodiversity, and ecosystem function. The beef used to make the new bar is sourced from White Oak Pastures, which offsets 80% of its greenhouse gas emissions through regenerating soil practices.

"At EPIC, it is our mission to improve the current agricultural system," said Steve Rosenzweig, PhD and Senior Soil Scientist at General Mills. "EPIC's new EOV Beef Barbacoa-Inspired Bar demonstrates General Mills' pledge to drive positive change in our food system and ensure a sustainable future."

EPIC's Beef Barbacoa-Inspired Bar gives consumers a way to support farmers working to reduce carbon emissions and a reason to learn about improving soil health and sequestering carbon. The EOV seal allows consumers to select products that were produced with meat or other ingredients that were raised on land with verified ecological outcomes.

"As consumers, every purchase we make is a statement about the causes we want to support," said Kate Herbert, Senior Manager, Brand Experience at EPIC. "It's time we ignite a conversation around climate change and 'talk dirty' about improving soil health, revitalizing our land, and protecting human health for generations to come."

General Mills has emerged a leader championing regenerative farming practices and the launch of EPIC's EOV Beef Barbacoa-Inspired Bar is one of several initiatives supporting this priority.

"EPIC is Land to Market's oldest brand partner and it is so exciting to continue to collaborate with them as part of our shared mission to scale up regenerative agriculture." said Chris Kerston, co-leader of Savory Institute's Land to Market program. "Regenerative agriculture is about improving soil health, sequestering carbon, increasing water tables, and fostering biodiversity. This product is part of a movement that's cultivating a new era of food democracy - allowing consumers to truly connect with environmental outcomes like never before."

EPIC's Beef Barbacoa-Inspired Bar is available exclusively at Whole Foods and the EPIC Provisions website, retailing for \$2.99 MSRP each. The bars are available now at Whole Foods. For more information, visit <https://epicprovisions.com/>.

## General Mills: Introducing EPIC Provisions' first bar made from beef raised using practices to reduce carbon emissions

### About EPIC

EPIC Provisions is a purpose-driven snack brand dedicated to making animal-based protein bars and other snacks with a mission to improve the lives of those animals, support human health, and help heal the land. Find out more at [www.EPICProvisions.com](http://www.EPICProvisions.com) and on Facebook (EPIC bar), Twitter (@EPICbar) and Instagram (@epicbar).

### About General Mills

General Mills is a leading global food company whose purpose is to make food the world loves. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Hagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, BLUE and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2020 net sales of U.S. \$17.6 billion. In addition, General Mills' share of non-consolidated joint venture net sales totaled U.S. \$1.0 billion.

Source: General Mills Inc

**Load-Date:** March 3, 2021

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# General Mills and Regrow Agriculture Forge Partnership

Professional Services Close-Up

June 24, 2022 Friday

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Length: 504 words

## Body

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General Mills and Regrow Agriculture recently reported a multi-year partnership to monitor agricultural practices and their environmental impacts across 175 million acres of farmland in North America, Europe, and South America.

According to a media release, 175 million acres represents General Mills' estimated supply sheds - the regions where the company sources its key ingredients, like wheat, oat, and dairy. Within the total acreage being monitored, General Mills sources its ingredients from roughly three million acres of farmland each year.

General Mills will leverage Regrow Agriculture's software platform, Sustainability Insights, and its technology and data capabilities, including Operational Tillage Information System (OpTIS) and DeNitrification-DeComposition (DNDC), to monitor trends and estimate impacts where regenerative agriculture principles are being advanced on farmland.

Regrow Agriculture's dynamic monitoring and modeled outputs will integrate with General Mills' existing regenerative agriculture and climate tracking systems. The collaboration will also enable General Mills to update its key ingredient emission factors and deliver a more accurate emissions baseline.

"We believe regenerative agriculture is the most promising solution to reach our climate goals and create positive planetary outcomes," said Mary Jane Melendez, chief sustainability and global impact officer. "As we advance regenerative agriculture, quantifying the environmental outcomes is essential. Our goal is to show how outcomes, like soil health and carbon sequestration, improve as farmers transition to regenerative agriculture systems. We have confidence that through our partnership with Regrow Agriculture, we can track the advancement of regenerative agriculture at scale, benefitting General Mills and the broader industry, as well as understand trends in adoption and where to bring future investment."

In 2018, General Mills and Dagan, now Regrow Agriculture, launched a pilot to understand tillage reduction and cover-crop adoption in Western Manitoba, Canada, and North Dakota oat supply sheds. Regrow's OpTIS technology remotely sensed crop residue and plant growth to document prevalence of tillage reduction and cover-crop adoption.

"We are excited to support General Mills' leadership of a supply shed-based approach to corporate scope 3 emissions and commitment to direct impact monitoring and modeling to deliver on their net-zero goals," said Anastasia Volkova, chief executive officer, Regrow Agriculture. "Regrow's scalable science and technology platform continues to serve agriculture and food industries, bringing transparency and scalability to monitoring, and measurement of greenhouse gas emissions."

## General Mills and Regrow Agriculture Forge Partnership

General Mills and Regrow Agriculture will also explore joint research opportunities to add additional insights into the platform over time, like water quality, biodiversity, and supply chain resiliency.

More information:

[www.regrow.ag](http://www.regrow.ag)

((Comments on this story may be sent to [newsdesk@closeupmedia.com](mailto:newsdesk@closeupmedia.com)))

**Load-Date:** June 24, 2022

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# General Mills launches regenerative ag pilot

Southwest Farm Press

January 29, 2020

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**Length:** 924 words

## Body

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General Mills has launched a regenerative agriculture pilot with farmers in Kansas' Cheney Reservoir watershed, which provides water to more than 400,000 Wichita residents. The company targeted this watershed in conjunction with the Kansas Department of Health and Environment to improve water quality as part of the statewide Watershed Restoration and Protection Strategy. The three-year pilot is comprised of 24 wheat growers in and around the 650,000-acre watershed where more than 99% of the land is used for agricultural purposes.

"This pilot is an important step in our commitment to advance regenerative practices on 1 million acres of farmland by 2030, but more so supports our belief that these practices can have long-term positive impact on farmer profitability, soil health, water quality and biodiversity," said Mary Jane Melendez, chief sustainability and social impact officer at General Mills.

What is regenerative agriculture?

Regenerative agriculture is a holistic method of farming, deploying practices designed to protect and intentionally enhance natural resources and farming communities. These practices focus on pulling carbon from the air and storing it in the soil in addition to helping the land be more resilient to extreme weather events. Additionally, regenerative agriculture practices help to increase water infiltration and reduce soil erosion which have been shown to positively impact the quality of nearby lakes, rivers and streams.

Is this General Mills first foray into regenerative ag?

This announcement builds upon the company's commitment to improve soil health and to reduce its absolute GHG emissions by 28% across its full value chain by 2025. General Mills is supporting the adoption of regenerative agriculture practices and is partnering with key suppliers like Paterson Grain and Archer Daniels Midland. In March 2019, the company launched a Regenerative Oat Pilot consisting of 45 farmers across North Dakota, Saskatchewan and Manitoba representing more than 50,000 acres of farmland and will measure the environmental and economic outcomes over the duration of the 3-year program.

What's the program goal?

"The goal of the pilot program is to encourage farming practices that improve both soil health and water quality in the Cheney Reservoir region such that agriculture is the solution to a more resilient and clean water supply for Wichita residents," said Leo Henning, Deputy Secretary of the Division of Environment at the Kansas Department of Health and Environment. "We believe regenerative agriculture can improve the quality of this vital water source and if we are successful, it's win-win-win, for farmers, communities and the environment."

## General Mills launches regenerative ag pilot

How were the 24 growers selected for the three-year pilot?

The 24 growers were selected from a group of more than 150 participants who attended one of two, two-day Soil Health Academies in early November. The Understanding Ag consultants are meeting individually with each pilot participant to co-develop and implement regenerative management plans. By convening and connecting a network of farmers throughout the region, all of whom are evolving farm practices to align with a regenerative mindset, the hope is to rapidly accelerate regionally specific learnings that can be shared broadly. Participating farmers will have access to continuing education via the Soil Health Academy, farmer-focused field days and a private Facebook group to encourage ongoing exchange of ideas and best practices.

"The project represents an enormous opportunity to demonstrate the many on- and off-farm benefits of regenerative agriculture in wheat production, including increased farm profitability, improved resiliency and enhanced biodiversity," said Gabe Brown, Understanding Ag co-founder and farmer. "Thanks to this partnership, UA's regenerative-farmer consultants will work to ensure the successful and profitable adoption of critical soil health-improving practices on these farms."

To provide another pathway for experimentation, an additional 18 growers in Kansas will receive support to enroll in the Soil Health Partnership Associate Program to study outcomes of reduced or no tillage, and cover cropping.

Who will measure the outcomes?

Ecosystem Services Market Consortium will quantify the impacts and verify them independently, then generate certified credits based on actual impacts to ecosystem services attained. The certified impacts allow the benefits to be assigned to another organization's sustainability obligations. General Mills will utilize greenhouse gas improvements in their sustainability reporting, while the Kansas Department of Health and Environment will identify buyers who seek certified water quality benefits that participating farmers achieve.

"This project will result in real, quantified reductions of GHG emissions and nutrient loading to surface water, while also providing key insights to attain efficiency and scale," said Debbie Reed, ESMC Executive Director. "Thorough understanding of how cropland can provide ecosystem services is essential as we strive to offer our programming from coast to coast and ultimately reward producers for services provided across 250 million acres."

The ESMC is building a national-scale ecosystem services market for the agricultural sector.

Source: General Mills, ESMC, which is solely responsible for the information provided and is wholly owned by the source. Informa Business Media and all its subsidiaries are not responsible for any of the content contained in this information asset.

**Load-Date:** January 29, 2020

# General Mills partnership with Gunsmoke Farms to transition 34,000 acres of conventional farmland to organic culminates with USDA certification

Impact Financial News

September 18, 2020 Friday

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Length: 928 words

## Body

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Minneapolis, USA: General Mills, Inc has issued the following press release:

General Mills today announced Gunsmoke Farms has received organic certification by the U.S Department of Agriculture's National Organics Program. Gunsmoke, a 34,000-acre farm outside of Pierre, South Dakota, had been managed conventionally for more than three decades before its transition to organic over the last three years using regenerative agriculture practices. The combination of cover crops, a diverse crop rotation, keeping a living root in the ground year round and minimizing tillage were instrumental in restoring the land to a holistic farming system that now grows spring wheat, winter wheat, alfalfa, oats, peas and Kernza.

"General Mills has been on our soil health journey since 2016 and working with Gunsmoke Farms solidified our belief that regenerative agriculture can be a transformative lever for farmers to be a part of the climate solution," said Mary Jane Melendez, chief sustainability and social impact officer for General Mills. "This type of long-term, direct contracting is unprecedented for General Mills and the industry. If we truly aim to be a force for good, our role is to give farmers the tools to be more resilient – both environmentally and financially."

### Strategic sourcing enables holistic farm management

In 2018, General Mills engaged in a strategic sourcing arrangement to transition the land to organic. The agreement stated the company would partner with Gunsmoke Farms to invest in the transition and then source organic wheat from 10,000 acres for its Annie's Mac & Cheese pasta products. The process of certifying the land as organic involved a three-year prohibition on the use of synthetic fertilizers and pesticides, a detailed plan for how the land will be used in the future. The farm is now certified as organic by the U.S Department of Agriculture's National Organics Program.

"General Mills has made an important commitment to fight climate change, protect our ecosystem and foster good soil health by elevating the importance of agriculture and working with farmers to incorporate more organic practices. Their work with Gunsmoke Farms in South Dakota to convert thousands of acres of conventional farmland to certified organic acreage is an example of that commitment," said Laura Batcha, CEO and Executive Director of the Organic Trade Association. "We applaud General Mills for being good stewards of our environment and congratulate them on this successful initiative."

## General Mills partnership with Gunsmoke Farms to transition 34,000 acres of conventional farmland to organic culminates with USDA certification

### Healthy soil at core of regenerative agriculture

Soil health is the foundation of General Mills' sustainability efforts. The company believes healthy soil has the potential to sequester carbon and the ability to regenerate the land to a more holistic state -- one that is more environmentally and financially resilient for farmers.

For more than three decades, Gunsmoke Farms was farmed with no diversity and experienced declining soil health. General Mills has learned about the importance of crop rotations, minimizing tillage, incorporating biodiversity, and maintaining cover crops through its work with The Nature Conservancy, the Soil Health Institute, the Soil Health Partnership and many other collaborators all focused on improving the soil quality of our agricultural working lands.

In the future, the farm managers will work to develop plans for 3,000 acres of pollinator habitat to encourage thriving above and below ground biodiversity. Well-planned pollinator habitat can invite beneficial insects to agricultural landscapes and help a variety of species, including bumble bees, squash bees, honeybees and butterflies. Such habitat can also improve water quality, reduce soil erosion and protect game and songbirds.

General Mills has contributed more than \$5.5 million to partners advancing soil health research and education on U.S agricultural lands, including The Nature Conservancy, the Soil Health Institute, the Soil Health Partnership, the National Wheat and National Corn Growers Foundations, Grain Millers, the University of Minnesota's Forever Green initiative and Kiss the Ground.

### A leading organic food producer for two decades

Since 2000, General Mills has steadily expanded its natural and organic business, including through brand acquisitions, to meet growing consumer demand but still only one percent of total cropland in the U.S is farmed organically. Today, one of out of every six products in the company's North American portfolio is certified organic or made with organic ingredients and General Mills is the second largest U.S producer of natural and organic foods with brands including Annie's, Cascadian Farm, EPIC, Muir Glen, and Liberté . In fiscal 2020, the company's natural and organic portfolio in North America was more than \$1 billion in net sales.

"Annie's was founded on a commitment to better the world and today, we're focused on advancing organic and sustainable farming," said Emily Thomas, vice president, managing director of natural and organic at General Mills. "Later this year, through the purchase of our Annie's Mac & Cheese pastas, consumers will enjoy organic wheat grown at Gunsmoke Farms, support local farmers and contribute to the health of our planet through regenerative agriculture practices like soil health and biodiversity."

For more information on General Mills ambitious commitment to advance regenerative agriculture on 1 million acres of farmland by 2030 and long-standing support to advance soil health, visit the company's 2020 Global Responsibility Report and the 'A Taste of General Mills' blog.

**Load-Date:** September 18, 2020

# General Mills Launches Regenerative Wheat Farming Pilot in Kansas

Agriculture Monitor Worldwide

March 14, 2020 Saturday

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Length: 644 words

## Body

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General Mills is launching a pilot program that will help transition Kansas wheat farms from conventional to regenerative farming. The three-year pilot taking place around the Cheney Reservoir watershed will support 24 farmers learning how to use regenerative farming to improve soil health and increase revenue.

Its really important that we invest in the long-term sustainability of farmers and of the natural resources on which the whole food system depends, says Steve Rosenzweig, a soil scientist at General Mills involved in the companys regenerative agriculture initiatives. Regenerative agriculture can really address the negative trends in soil health, biodiversity, and the pressures on the farm economy that threaten the long-term security of the food system.

Participating farmers will learn and adopt General Millss six pillars of regenerative farming: reduce disturbance, maximize diversity, keep a living root in the ground year-round, keep the soil covered, integrate livestock, and understanding context. The pillar understanding context was recently added, according to Rosenzweig, and focuses on applying the other five pillars based on an individual farms needs. The companys investment in regenerative farming is driven by a desire to support healthy ecosystems, sustainable climate, healthy watersheds, and thriving farmers, Rosenzweig tells Food Tank.

For the pilot program, General Mills partnered with regenerative agriculture consultants from Understanding Ag and its Soil Health Academy, an initiative that teaches farmers how to build soil health and use it to their economic advantage. The academys coaches include local regenerative farmers who will walk pilot farmers one-on-one through developing regenerative farming plans appropriate for their farms. The coaches will also help the pilot participants with social networking and building a community of regenerative farmers.

One thing we hear all the time from regenerative farmers is that they feel like theyre the only ones in their communities doing this, Rosenzweig tells Food Tank. A lot of farmers have lost friends because theyre completely changing the way they farm and that can be ostracizing in a farming community.

General Mills believes helping their pilot participants feel like they are moving down this path together will help them learn more from one another. Farmers learn best from other farmers that share the same climatic and economic [values], says Rosenzweig.

The program also aims to incentivize farmers to participate in ecosystem services such as carbon sequestration, greenhouse gas reduction, water quality improvements, and water quantity reduction. Agriculture is about 50 percent of General Millss greenhouse gas footprint, according to Rosenzweig.

## General Mills Launches Regenerative Wheat Farming Pilot in Kansas

Pilot participants will partake in an ecosystems services market that will pay them for activities that reduce greenhouse gas emissions and contribute to healthier soil and waterways. General Mills believes that providing ecosystem services is also a financial imperative for farmers. As you restore your ecosystem, you can maintain productivity while reducing your reliance on external inputs resulting in fewer expenses and increased profit, Rosenzweig tells Food Tank.

General Mills hopes to encourage farmers to transition 1 million acres of land to regenerative farming by 2030 as a result of the market-based incentives, the community of regenerative farmers, and the local knowledge base their pilot program aims to achieve.

General Mills plays a role as funder and enabler, convening the right partners to contribute to regenerative agriculture's widespread success, according to Rosenzweig. The program is a pilot for the whole food system to figure out what it takes for all these different food system players to come together to enable regenerative ag adoption, says Rosenzweig. 2020 Global Data Point.

**Load-Date:** March 14, 2020

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# Bakery and snack leviathans Grupo Bimbo, General Mills, PepsiCo and Nestlé team up to tackle deforestation

BakeryAndSnacks.com

September 23, 2020 Wednesday 11:34 AM GMT+1

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**Length:** 616 words

**Byline:** Gill Hyslop, , Gill

## Body

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The four giants – along with a rash of other consumer goods conglomerates – have created a Coalition dedicated to tackling deforestation, forest degradation and land conversion in supply chains.

CEOs of the companies will oversee the Forest Positive Coalition of Action – launched by the Consumer Goods Forum (CGF) to mark Climate Week NYC (September 21-27, 2020).

The 17 companies to enlist – representing a whopping collective market value of \$1.8 trillion – include Mexican bakery giant Grupo Bimbo; breakfast cereal leaders General Mills and Nestlé; snack goliath PepsiCo; Oreo maker Mondelez International; confectioner Mars, retail leviathans Carrefour, Sainsbury's, Tesco and Walmart; along with Colgate-Palmolive, Danone, Essity, Jeronimo Martins, METRO, Procter & Gamble (P&G) and Unilever.

A world without deforestation and land degradation

Each has committed to uphold four actions that will help drive transformative change to ultimately reach the goal of operating completely deforestation- and conversion-free.

The first is to engage with suppliers and traders across the value chains of key forest-related commodities – such as palm oil, soy, and paper, pulp and fibre-based packaging – to implement 'forest positive business practices'.

Secondly, to focus on areas the Coalition has the strongest impact: the commodities it knows best; the production methods that can influence change; and the key production landscapes that need immediate action, such as Brazil, China, the EU and Indonesia.

There are several drivers of deforestation and while the private sector can make a big impact in stopping them, they cannot do it alone. So, the third pillar is to connect with governments – both in producer nations and importing nations – to promote the introduction of stronger legislation to protect forests and the livelihood of workers across the supply chain.

Recently, for example, the UK Government proposed legislation that mandates large companies to prove their supply chains are deforestation-free or else face hefty fines for non-compliance.

The third prong also means collaborating with NGOs and civil society to implement participatory strategies.

Finally, members have committed to transparency and accountability, joining forces with other members as a pre-competitive issue and to report on progress regularly and publicly.

Confirming commitments are correctly placed

Bakery and snack leviathans Grupo Bimbo, General Mills, PepsiCo and Nestlé team up to tackle deforestation

To ensure that the Coalition's activities are on point and do not create unintended negative consequences, the CGF said it will engage with a plethora of players, activists, community groups and innovative start-ups and scale-ups.

"Deforestation continues to be a critical issue facing our planet today. Our event at New York Climate Week [showcases] exactly how our Coalition is committed to on-the-ground actions that deliver impact at scale and will explain how we intend to be successful," said Wai-Chan Chan, MD of the Consumer Goods Forum.

"We are also bringing a variety of voices to the table to ensure we engage from the get-go and effectively listen to the concerns of those fighting to mainstream the issue of deforestation and who support nature-based, innovative solutions.

"We are in this fight together".

The founding of the Coalition comes amid reports that deforestation in the Amazon has dramatically increased since the outbreak of the pandemic, despite massive lockdowns sweeping the globe.

According to WWF, deforestation was up 150% in March 2020 compared to the average figures for March 2017, 2018 and 2019. It is believed those clearing land have been taking advantage of reduced patrols.

Sponsorship for the Coalition's activities is being jointly provided by Mars, Carrefour and the CGF.

**Load-Date:** September 23, 2020

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# General Mills Invested \$2.3 Million to Advance Regenerative Agriculture in Canada with ALUS

Impact Financial News

July 28, 2022 Thursday

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**Length:** 279 words

## Body

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MINNEAPOLIS: Today, General Mills and ALUS announced a multi-year partnership to support farmers and accelerate regenerative agriculture in Manitoba and Saskatchewan, Canada key regions where General Mills sources oats for brands like Cascadian Farm, Cheerios, and Nature Valley. The U.S \$2.3 million investment enables ALUS to grow its community-led programming with a focus on soil health through its new Growing Roots pilot program, offering both technical and financial assistance to farmers. The partnership aims to remove barriers to entry and maximize benefits for local producers, communities, and the environment.

We were drawn to ALUS grassroots approach with farmers at the center, said Mary Jane Melendez, chief sustainability and global impact officer, General Mills. Now, interested farmers in these communities can gain a greater understanding of regenerative agriculture and how best to apply those principles to their farm's unique environmental, social and financial context, along with the power of peer knowledge-sharing and community support.

ALUS supports General Mills commitments to advance regenerative agriculture on one million acres of farmland by 2030, reduce absolute greenhouse gas emissions 60 percent of which are from agriculture across its value chain (scopes 1, 2 and 3) by 30 percent by 2030, and ultimately achieve net zero emissions by 2050. The investment from General Mills provides robust support to increase farmer mentorship and fund in-field projects that follow regenerative agriculture techniques. Funding also provides enhanced data collection, scientific research, and the sharing of this critical information with key stakeholders.

**Load-Date:** July 29, 2022

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# Gunsmoke Makes Dust: General Mills Getting Organic Farming Wrong West River

Newstex Blogs

Dakota Free Press

May 5, 2021 Wednesday 1:25 PM EST

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**Length:** 743 words

**Byline:** Cory Allen Heidelberg

## Body

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May 05, 2021( Dakota Free Press: <http://dakotafreepress.com> Delivered by Newstex) Uh oh: NPR reports that General Mills's attempt[1] to grow organic macaroni[2] in South Dakota has turned its corporate mega-farm[3] northwest of Fort Pierre into a mini-Dust Bowl[4]: some of Gunsmoke Farms' neighbors say that the farm is doing more environmental harm than good. Among the critics is Dwayne Beck[5], a soil scientist who manages South Dakota State University's Dakota Lakes Research Station[6], 40 miles east of Gunsmoke Farms. Beck was skeptical about the project from the beginning.

'It scared me, because normally organic [farming] entails lots of tillage, and those soils are very fragile,' he said. During the farm's three-year transition to organic status, its managers grew primarily alfalfa, which doesn't require annual planting. In 2020, though, they planted their first crops of wheat and peas, which involved tilling the enormous fields. Months later, Beck said his fears were realized. He collected photographs of the damage: small drifts of wind-blown soil in a roadside ditch, and a country road that disappears into a brown cloud of blowing dust. 'The soil that blew out of there, it will never be the same as it was before it blew,' he said. It won't have the stability and structure of healthy soil, held in place by the roots of plants. Beck and others who live near Gunsmoke Farms said that nonorganic farmers also struggled to control soil erosion in 2020 because of drought and high winds. But the problems at Gunsmoke, they said, were worse. A planting of winter wheat, which was supposed to protect the soil on those fields, failed to grow well [Dan Charles, 'A Giant Organic Farm Faces Criticism That It's Harming the Environment'[7], NPR, 2021.05.03]. Drought and wind are hard on all farmers, big and small, but General Mills and its now-independent corporate partner in Gunsmoke Farms, San Francisco global investment firm TPG[8], appears not to have listened to its own scientific advisors to minimize harm to the land: When the Gunsmoke project was just getting off the ground, in 2018, an expert from the U.S. Department of Agriculture's Natural Resources Conservation Service drew up a soil conservation plan for the farm. That plan called for wide strips of native grasses across the farm to help prevent soil from blowing, and for the steepest slopes to stay covered, most years, with crops such as alfalfa that don't require annual planting. Gary Zimmer[9], an expert on organic farming who collaborated with General Mills in launching the Gunsmoke project, said that he drew up a plan that incorporated many of these measures. But he said much of his plan was never implemented. 'It's in a deep hole,' Zimmer said, referring to the farm. 'I don't know how you get it back out organically. It's hard to farm organically if you do it really well, and have your intensive management. But 30,000 acres, poorly managed, is a really good sign for failure' [Charles, 2021.05.03[10]]. Maybe General Mills needs to check in with Charlie Johnson and his brothers, who are stewarding a couple thousand acres in Lake County through its fifth decade of organic farming[11]without burying the Orland-Franklin metroplex under great drifts of silt. Of course, the Johnsons also have the advantage of farming on the great glacial till of East River, land that may be more suited to growing lots of green things than older, drier, clay-ier earth West of the River. [ 1]: <https://www.generalmills.com/en/News/NewsReleases/Library/2018/March/organicacreage> [ 2]: <https://www.capjournal.com/news/big-farm-northwest-of-fort-pierre-to-grow-organic-wheat-for-general->

## Gunsmoke Makes Dust: General Mills Getting Organic Farming Wrong West River

mills/article\_1e5f958c-21a0-11e8-bd41-ab5daf4729e6.html [ 3]: <https://www.farmprogress.com/farm-life/disappointed-about-gunsmoke-farms-general-mills-deal> [ 4]: <https://www.npr.org/2021/05/03/989984124/a-giant-organic-farm-faces-criticism-that-its-harming-the-environment> [ 5]: [https://sdexcellence.org/Dr\\_Dwayne\\_Beck](https://sdexcellence.org/Dr_Dwayne_Beck) [ 6]: <http://www.dakotalakes.com/> [ 7]: <https://www.npr.org/2021/05/03/989984124/a-giant-organic-farm-faces-criticism-that-its-harming-the-environment> [ 8]: <https://www.tpg.com> [ 9]: <https://www.midwesternbioag.com/leadership/gary-zimmer-2-2/> [ 10]: <https://www.npr.org/2021/05/03/989984124/a-giant-organic-farm-faces-criticism-that-its-harming-the-environment> [ 11]: [https://www.dailyleaderextra.com/news/farm/article\\_81d17fee-e15d-11e9-bf70-63210f57d925.html](https://www.dailyleaderextra.com/news/farm/article_81d17fee-e15d-11e9-bf70-63210f57d925.html)

**Load-Date:** May 5, 2021

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# EiDF installs 2.5 MW at General Mills' San Adrian factory

CE Noticias Financieras English

April 22, 2022 Friday

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**Length:** 220 words

## Body

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**EiDF Solar** and **General Mills** have put into operation the "largest self-consumption power plant in Navarra" at the San Adrián factory. It is a 2.5 megawatt (MW) system made up of more than 5,700 modules, in addition to the 1 MW plant previously installed (2010) on the roof of the factory. With this project, General Mills will achieve a 20% saving on its electricity bill by covering its energy needs with the energy obtained from the solar panels. EiDF Solar has been the firm responsible for the execution of this project, providing a turnkey service that included the design, construction and maintenance of the plant.

The installation is divided into two areas, one located on a plot adjacent to the building, and the other on the roof of the building. The above-ground plant has an output of 1.86 MW and consists of 4,144 modules, while the rooftop installation has an output of 675 kilowatts (kW) and 1,647 modules. Total estimated energy production is 3,666,856 kilowatt hours (kWh), equivalent to the consumption of about 1,000 Spanish households. CO2 emissions will be reduced by more than 1,100 metric tons per year, which will significantly reduce the carbon footprint and environmental impact. This emission reduction is equivalent to the planting of more than 96,290 trees for CO2 absorption, according to EiDF.

**Load-Date:** April 23, 2022

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