GENERAL MILLS

Growing Consumer Demand for Organic

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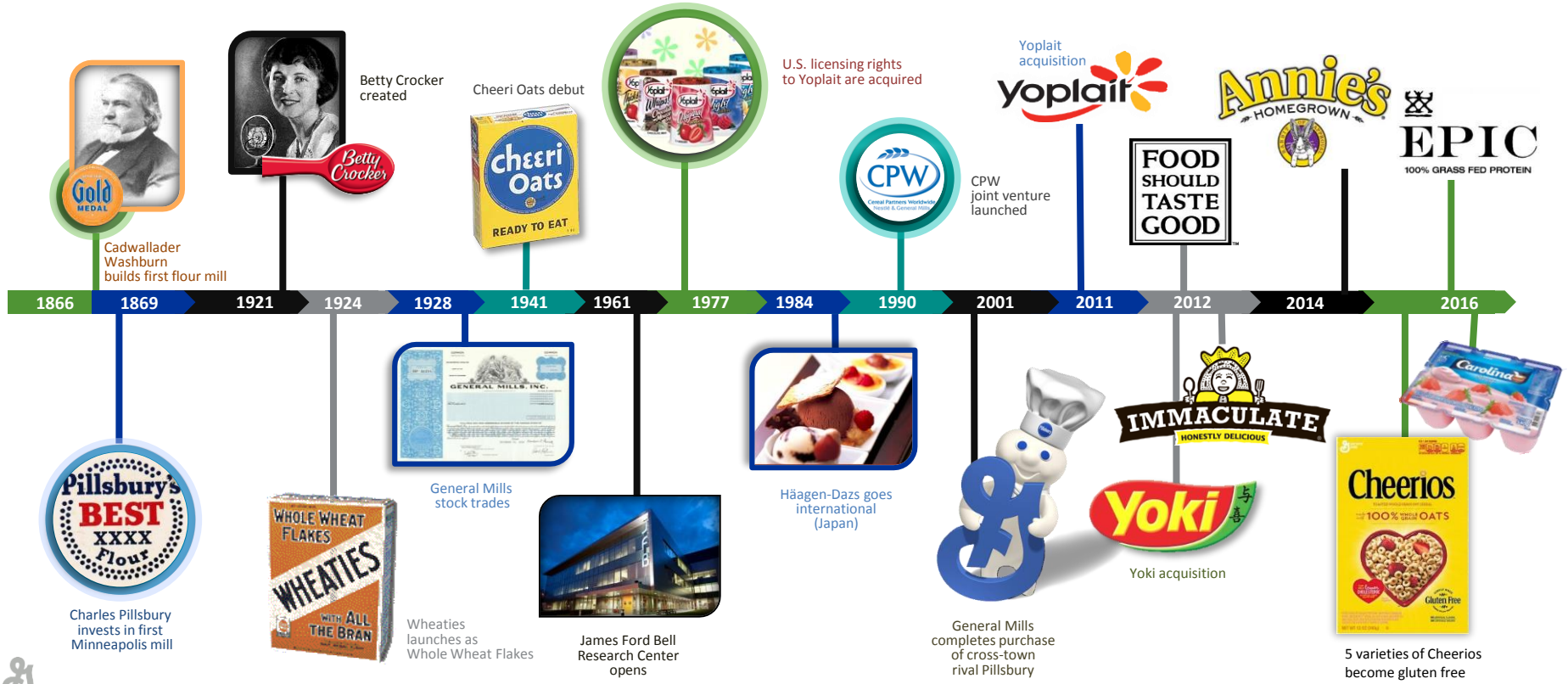
Our Brands

Pillsbury
yoplait
Quality Foods
PROGRESSO
Cinnamon Toast Crunch
OLD EL Paso
SINCE 1938
Betty Crocker
NATURE VALLEY
Hamburger Helper
FOUNDED IN SKAGIT VALLEY, WA
Cascadian Farm
ORGANIC
SINCE 1972
MUIR GLEN
Organic
Annie's
Carolina
O melhor do leite para sua família
Yoki
Totino's
LATINA
Cheerios
KITANO
Häagen-Dazs
FIBER One
EPIC
100% GRASS FED PROTEIN
LÄRABAR
JUS-ROL
湾仔码头

Our Legacy: 150 Years of Making Food People Love



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General Mills Organic Portfolio

1936 Liberté founded

1972 Cascadian Farm founded

1976 Mountain High founded

1989 Annie's founded

1991 Muir Glen founded

1993 Immaculate Baking founded

2000 Cascadian Farm and Muir Glen joined General Mills, becoming the "Small Planet Foods" division

2000 LÄRABAR founded

2006 Food Should Taste Good founded

2008 LÄRABAR joined General Mills

2011 Liberté and Mountain High joined General Mills

2012 Food Should Taste Good joined General Mills

2013 Immaculate Baking joined General Mills

2014 Annie's joined General Mills

2015 EPIC joined General Mills

#3 in Organic Food

A doubling of the sourced acres

More than 80% of U.S. Consumers have purchased an Organic food item within the last 3 months

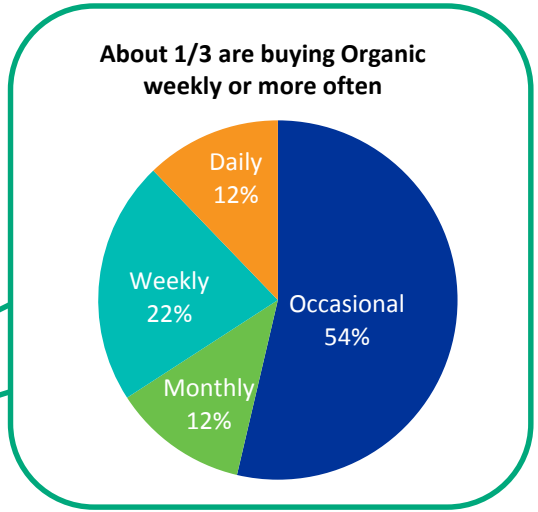
82%

ORGANIC USERS
(Past 3 months)

+9 pts since 2014

18%

NON-USERS



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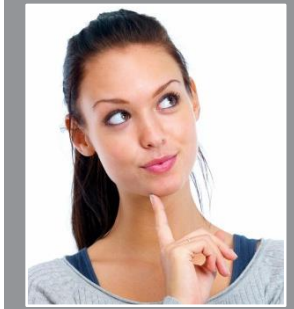
Hartman Group Organic & Natural 2016. Q6. How often have you used ORGANIC foods or beverages in the PAST THREE MONTHS? Base: Total Sample 2016 (n=1521); 2014 (n=1728). P3M Usage defined as those that have used at least occasionally.

Leading edge consumers are deeply engaged in their food decisions but most simply are not all that engaged



Many More Considerations

Who made it? ● Who owns the company that made it? ● Where is it from? ● How was it produced? ● Did they treat their workers fairly? ● Can I reuse or recycle the packaging? ● What's the environmental impact of its production and transportation? ● Does it have harmful or unnatural ingredients? ● Is it nutritious? How so? ● Will it do the job? ● Is it worth the price? ● Will my family like it?

The average consumer spends

Deciding whether to grab a food item at shelf

Greater Investment

Passionate Voice

70% → **3%**

say they read food labels "often" or "always"

actually read the label when observed

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Sources: PRS IN VIVO Packaging Research; NLR Yogurt Buyer Survey and Store Intercepts, Oct 2016

Consumers are reverting to NATURE as their guide because it makes intuitive sense

Products that are closer to nature are seen as being…

✓ **Healthier for Me**

✓ **Better for the World**

✓ **More Trustworthy**

They look for shortcuts to "natural" reassurance at shelf.

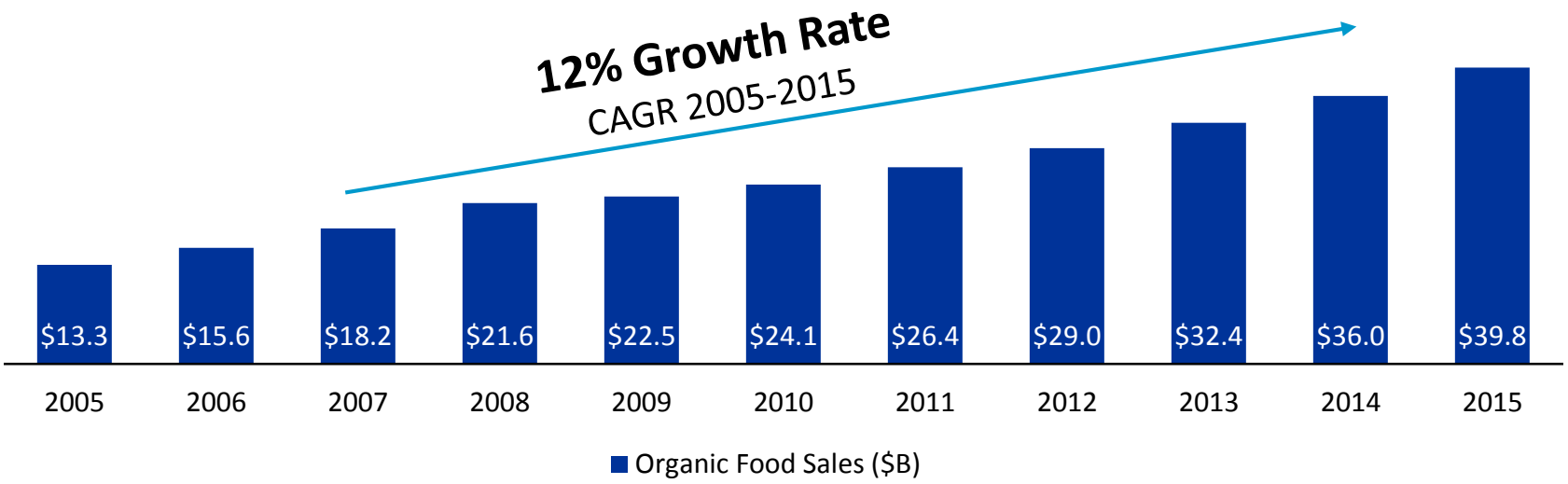
USDA ORGANIC

NON GMO Project VERIFIED

PCO CERTIFIED 100% GrassFed

Hartman Natural & Organic 2016

The power of this shortcut is reflected in the growth rate of Organic food sales over the past decade



#1 Reason consumers give for choosing Organic food:

"To Avoid Pesticides & Chemicals"

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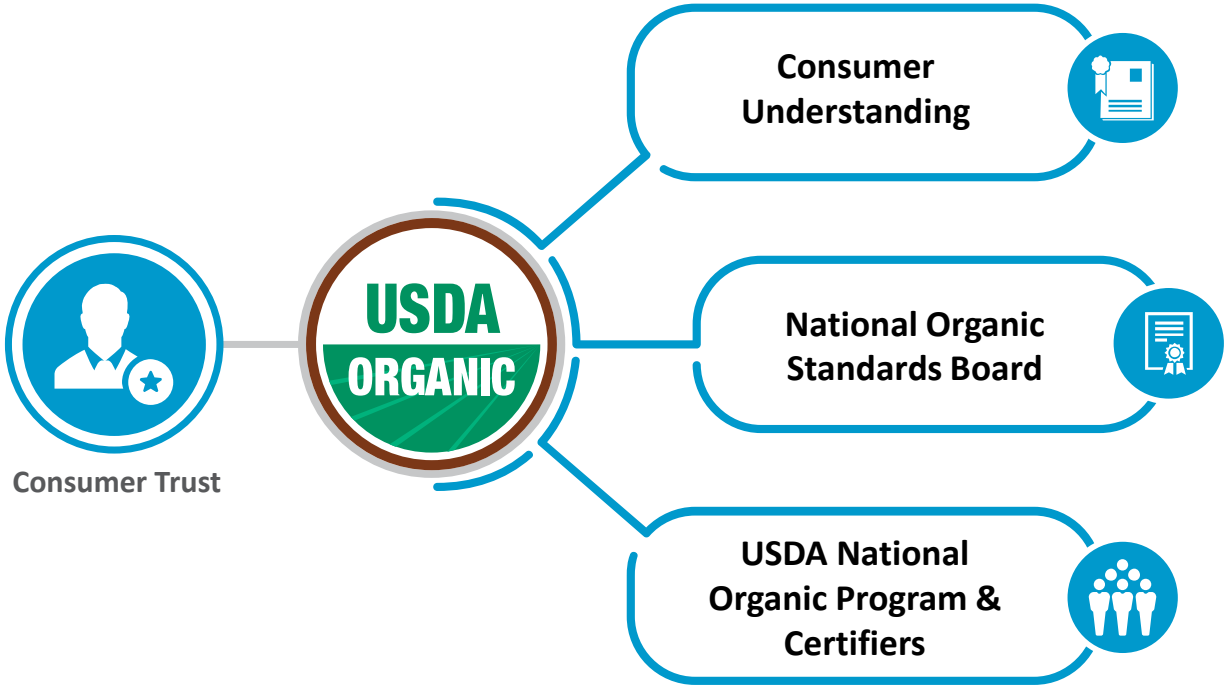
Organic Trade Association Industry Survey 2016; Hartman Natural & Organic 2016

Treat the WORLD with CARE.
HEALTHY WATERSHEDS
STABLE CLIMATE
STRONG ECOSYSTEMS

Trust is Foundational to Organic Growth



Confident Farmer Growth

We serve the WORLD by making Food people LOVE

Treat the WORLD with CARE.