



# Journey to Watershed Stewardship

Jerry Lynch

*Chief Sustainability Officer  
General Mills*



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We produce and market more than 100 consumer brands in more than 100 countries on six continents.



**\$17.8**  
billion

Global net sales\*

**\$1.9**  
billion

Net earnings

**\$153**  
million

Community contributions

**41,000**  
employees

About half work outside the United States

**100+**  
consumer brands

Our many brands can be found in more than 100 countries on six continents

**\$5.2**  
billion

Net sales for our international business segment\*

**147**  
years

We have been making lives healthier, easier and richer for more than a century.

\*Excludes \$1.3 billion proportionate share of joint venture sales  
All figures represent fiscal 2013 results and U.S. dollars.



General Mills **With Whole Grain First Ingredient**  

PER 1 CUP SERVING

100 CALORIES	0g SAT FAT	140mg SODIUM	1g SUGARS	3g FIBER	CALCIUM
		26%	2%	6%	10%

# Cheerios



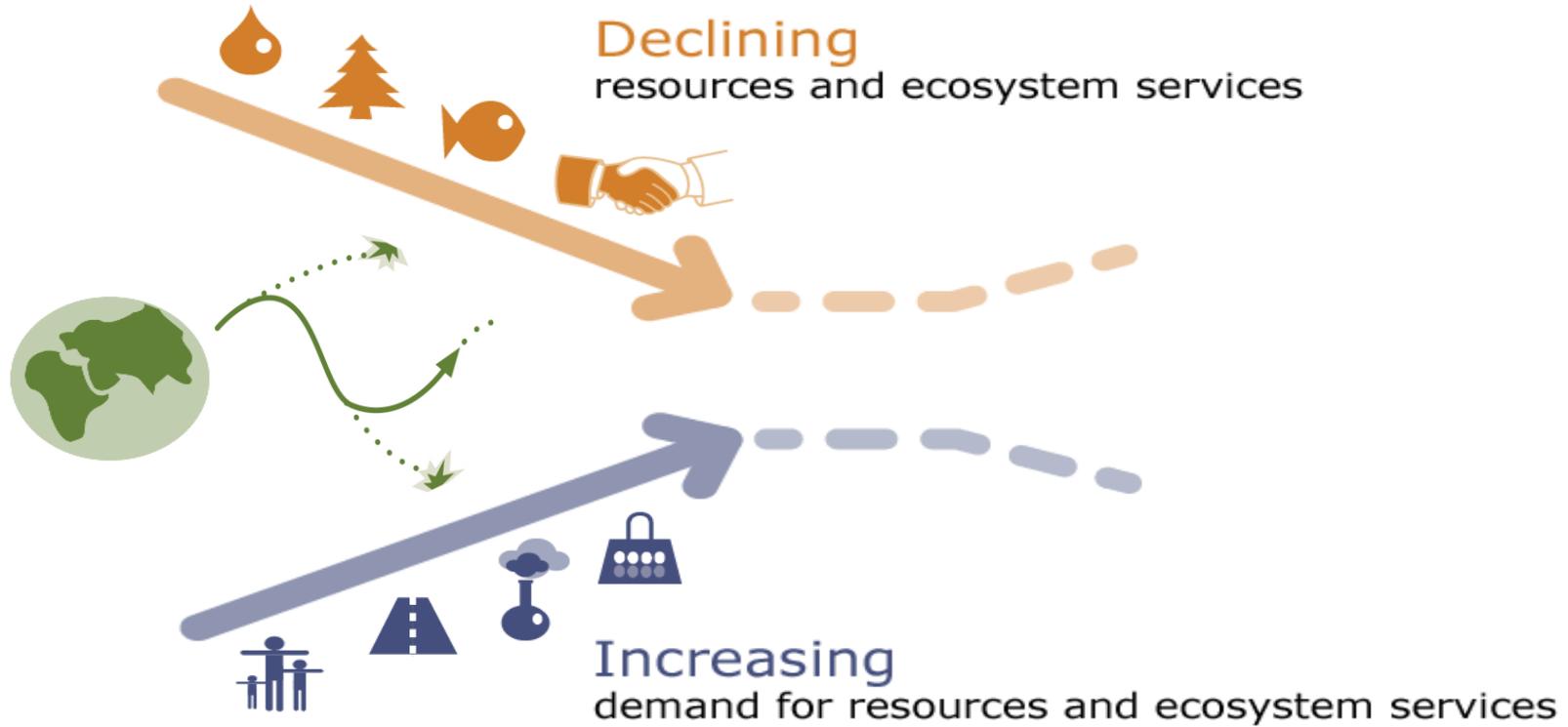
CAREFULLY SELECTED OATS THAT CAN HELP LOWER CHOLESTEROL\*

Toasted Whole Grain Oat Cereal

\*Three grams of soluble fiber daily from whole grain oat foods, like Cheerios cereal, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios cereal provides 1 gram per serving.

NET WT 14 OZ (396g)







With  
**Whole**  
First Ingr

# Che



Serving  
Suggestion

Toasted Whole Grain Oat C

\*Three grams of soluble fiber daily from who  
Cheerios cereal, in a diet low in saturated fat and  
the risk of heart disease. Cheerios cereal provid





# Cheerios

8%



4%



12%



14%

62%



99%



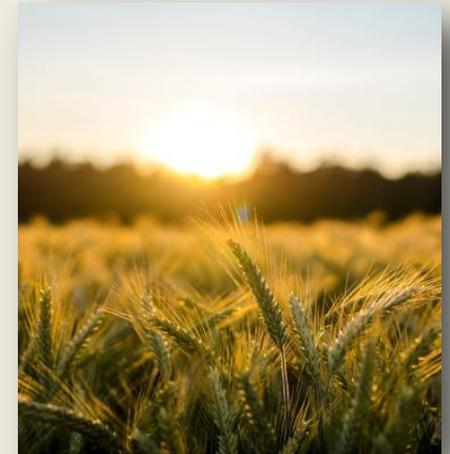
1%

## OUR GOALS – Reduce our environmental footprint and sustainably source the raw materials we use in our products.



- **Reduce** resource usage in our operations
- **Increase** sustainability of ingredients

- **Collaborate to improve** global water stewardship
- **Advance** socially responsible supply chains



# 10 Priority Ingredients Sustainably Sourced by 2020

Palm Oil  
Vanilla  
Cocoa  
Fiber Pkg  
Sugarcane  
Sugar beets  
Wheat  
Oats  
Corn  
Dairy



Assessment

Assessment

Analysis &  
action planning  
Analysis &  
action plan

Collaboration

Collaboration

Transformation

Transformation

Geographic location	Location type	Water risk*
Albuquerque, New Mexico, United States	Facility	5.0
Beijing, China (includes Sanhe facility)	Facility/Growing region	5.0
Los Angeles, California, United States (includes Carson and Vernon facilities)	Facility	5.0
Shanghai, China	Facility	4.3
San Joaquin Valley, California, United States	Facility/Growing region	4.1
El Bajio, Mexico (includes Irapuato facility)	Facility/Growing region	4.0
Central High Plains, United States	Growing region	3.1
Snake River Valley, United States	Growing region	2.5



The Nature  
Conservancy   
Protecting nature. Preserving life.™

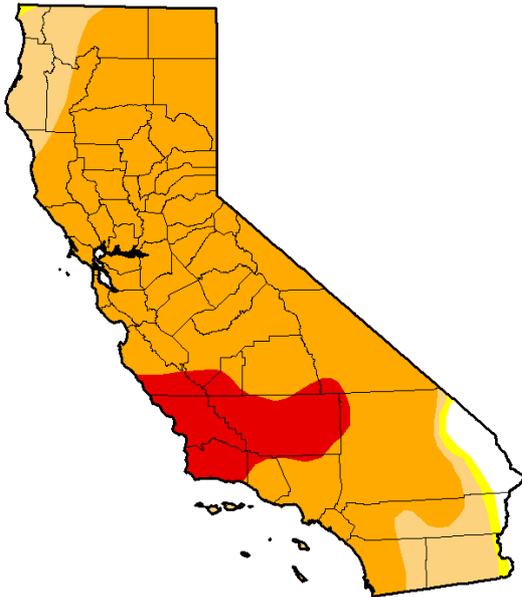
FUNDACIÓN  
**FEMSA**

# Initiating collaborations to assure water for all in the Upper Snake River Basin, Idaho



# Historic drought – a case for über-collaboration

November 12, 2013



**U.S. Drought Monitor  
California**

**November 11, 2014**

(Released Thursday, Nov. 13, 2014)

Valid 7 a.m. EST

Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
<b>Current</b>	0.00	100.00	99.72	94.42	79.69	55.08
<b>Last Week</b> 10/4/2014	0.00	100.00	99.71	94.42	79.69	55.08
<b>3 Months Ago</b> 9/12/2014	0.00	100.00	100.00	99.80	81.92	58.41
<b>Start of Calendar Year</b> 12/01/2013	2.61	97.39	94.25	87.53	27.59	0.00
<b>Start of Water Year</b> 9/08/2014	0.00	100.00	100.00	95.04	81.92	58.41
<b>One Year Ago</b> 11/12/2013	2.61	97.39	96.00	84.12	11.36	0.00

Intensity



*The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.*

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<http://droughtmonitor.unl.edu/>

