

# Nourishing Lives



Making Lives Healthier



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GENERAL MILLS

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## We are Nourishing Lives.

Our goal is to innovate to make people’s lives healthier, easier and richer. That is our mission.

We may make lives healthier by increasing people’s intake of whole grains, by helping deliver important nutrients, by providing foods that contribute to a healthy heart, or by providing low calorie or portion controlled options to help them manage their weight.

We make lives easier with convenient meals that can be made in minutes, and with nutritious foods that provide nourishment on the run.

We make lives richer with foods that add to the experience of living, adding fun or helping to create a special moment to celebrate with family and friends.

Our products touch the lives of millions of people around the world every day – and we strive to nourish each and every one.

Our consumers genuinely want our help. Our challenge is to innovate to meet their changing needs – and to nourish lives.

Steve Sanger  
Chairman and Chief Executive Officer  
General Mills





# Nourishing lives

It's a high calling. To provide the foods that people serve their families. To provide what may be the first finger food that a mother gives her children. To steward the brands consumers know and trust.

You'll understand why we take it so seriously.

We are leading the way by creating foods that really make a difference. Developing products that truly meet people's needs. Helping balance the pleasures of eating with living a healthy, active lifestyle.

Our goal is to innovate to make people's lives healthier, easier and richer. That is our mission.

Nourishing Lives.



# Every day and every way

Our brands have to deliver every day and every way.

They must deliver the very highest quality. They must hold true to their heritage. They must also change and improve continuously to meet consumers' evolving tastes and preferences.

General Mills is the world's sixth-largest food company. We market foods in more than 100 countries around the world, with annual net sales of \$12.5 billion worldwide, including our proportionate share of joint ventures. We hold the No. 1 or No. 2 position in virtually every category in which we compete.

Our U.S. portfolio includes some of America's best-loved brands, including Cheerios, Wheaties and other Big G cereals; Yoplait yogurts; Green Giant vegetables; Betty Crocker desserts, snacks and dinner mixes; Nature Valley snacks; and Progresso ready-to-serve soups. Our global brand portfolio features Green Giant, Betty Crocker, Pillsbury, Häagen-Dazs, Old El Paso, Nature Valley and more. We are also a leader in bakeries and foodservice, offering branded products, baking mixes and bakery products in restaurants, cafeterias, bakeries and convenience stores.

Our brands must anticipate and fulfill consumer needs. Our products must meet and exceed consumer expectations. We must deliver taste, quality, convenience and value. In every product. Every day. In every way.

We are committed to building the world's most trusted brands – and to nourishing lives. It is a promise we make and fulfill every day.

General Mills brands are in 98 percent of American pantries.

An average grocery store in America has 616 General Mills products on its shelves.





# Innovating to impact health

*Nourishing lives* – for a consumer-focused company – means that consumers drive our business.

We closely monitor consumer needs. We anticipate trends. We analyze shopping behaviors. We study preparation methods, even cleanup times. We observe interactions within families and among friends. We work very hard to understand what consumers want and need in their lives.

One thing is clear. Consumers are very focused on health and wellness.

General Mills also has a focused health and wellness strategy. It addresses the most important health concerns that consumers have today: weight management, heart health and living a healthier, more active lifestyle.

Innovation is the key. We're working around the clock and around the world to develop better, healthier, more convenient products.

But they have to taste great.

We've been able to reduce the number of calories in products, add calcium, reduce fat, increase fiber, reduce sodium, add vitamins, reduce sugar, even add plant sterols that can help lower cholesterol. We've reduced the fat in Yoplait Original by more than 60 percent through the years. That's just one example.

We know we can enrich lives if we can help people enhance their well-being through food – with innovations that impact health.

That's the goal – innovating to *nourish lives*.



*Through calls, letters, e-mail, and via consumer research and focus groups, more than 2 million consumers share their views and opinions with us every year, helping us better understand and anticipate consumer needs and trends.*



***On average, shoppers place at least one General Mills product into their shopping cart every single time they visit the grocery store.***

**More than 250** General Mills products contain 130 or fewer calories per serving.

**More than 100** General Mills products have just 100 calories or fewer per serving.

**Nearly 5 million** servings of dairy are delivered each day to American consumers by Yoplait.

**More than 27 million** servings of Big G cereal deliver the benefits of whole grain every day across America.

# Helping with weight management

Health is a priority for almost all consumer-focused food companies. And among consumer health concerns, none is more powerfully motivating than weight management.

It's a simple formula really.

To manage your weight, you must balance energy intake with energy output. You'll gain weight if you eat more calories than you burn through activity and exercise. You'll lose weight if you burn more calories than you consume.

However, energy balance can be difficult to achieve. Approximately 65 percent of adults are obese or overweight in America, indicating that weight management is an issue for many.

Food companies can help consumers with weight management by offering great-tasting, lower calorie options, by reducing calories per serving and by highlighting calorie information on packaging and in advertising.



We are committed to nourishing lives. Helping consumers with weight management is an integral part of our strategy.



# Helping with calorie control

Weight management is all about calories. Energy balance is really calorie balance, and we can help consumers better manage their weight if we can help them control calories.

General Mills is very focused on this key weight management strategy.

We currently offer more than 250 products with just 130 calories or fewer per serving, including cereals, soups, yogurts, granola bars, vegetables and soymilk.

We offer more than 100 products with just 100 calories or fewer per serving.

Progresso 100-calorie soups and Pop Secret 100-calorie popcorns are two examples. Progresso offers high-quality, ready-to-serve soups that are nutritious and filling. Pop Secret offers a convenient, 100-calorie whole grain snack. Both feature 100-calorie per serving offerings, and both feature the 100-calorie benefit in their communications with consumers.



## Reducing calories

Pillsbury sugar-free cookies have 25 percent fewer calories than regular cookies. Light offerings from Yoplait have fewer calories and deliver convenient, great-tasting dairy nutrition. 8th Continent offers both light and fat-free versions as great-tasting reduced calorie soymilk options.



## Nature Valley Fruit Crisps

Nature Valley Fruit Crisps deliver a full serving of fruit in every delicious fruit-filled pouch. At just 50 calories, Fruit Crisps are a convenient, low-calorie snack option that appeals to kids and adults alike. Crispy baked pieces of real apple, Nature Valley Fruit Crisps come in two delicious flavors – original apple and apple cinnamon.



## Vegetables and calories

Eating plenty of fruits and vegetables may help you manage your weight. In fact, research shows that meals that include more vegetables may help reduce calories. Green Giant has many products that are low in fat and calories, high in fiber, and can help keep you satisfied. So make every calorie count by eating nutritious foods like vegetables.



# Helping with portion control

Another important weight management strategy is portion control.

Most of us grew up in a “one size fits all” world. Companies made products for families, usually in just one size. But today’s consumer may be a single-person household, or an “empty nester.” They may be cooking for just one or two.

Portion control is increasingly important – and it’s a strong component of our strategy in helping with weight management.

Perfect Portions from Pillsbury helps consumers control portions and avoid waste, offering popular products in convenient two-packs.



Pillsbury Oven Baked frozen dinner rolls in resealable pouches allow consumers to control the number of servings per meal.

Single-serve microwavable Just for One vegetables from Green Giant offer new levels of convenience and portion control.



## Yoplait Light

At 100 or 110 calories per serving, Yoplait Light delivers portion control, vitamin D, an excellent source of calcium, the benefits of yogurt’s live and active cultures – and it’s fat free.

A clinical study suggests that Yoplait Light enhances weight loss as part of a reduced calorie diet. Researchers found that when adults ate three servings of Yoplait Light each day as part of a reduced calorie, high calcium diet (as compared to individuals on a reduced calorie, low calcium diet):

- They lost an average of 22 percent more body weight.
- They lost 61 percent more body fat than those who ate a reduced calorie diet low in calcium.
- They lost an average of 81 percent more fat from the middle section of their bodies.
- They maintained more lean muscle than those on the low calcium diet during the 12-week study.

Participants who included Yoplait Light in their diet not only lost more weight, but they lost it where it really counts – around the middle. Experts agree that abdominal fat can increase the risk of some chronic diseases, like diabetes and heart disease. So, weight loss around your middle can not only give you a trimmer waistline, it can also benefit your health.



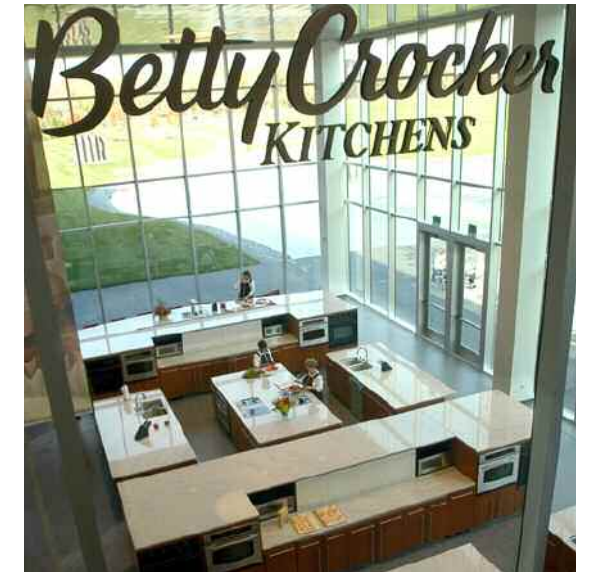
# Helping you cook healthy

As the leading source of cookbooks and advice from America's Most Trusted Kitchens, Betty Crocker is also focused on helping consumers cook healthy.

Betty Crocker's health cookbooks provide practical, comforting advice and delicious, nutritious recipes to help you make smart food choices while addressing timely health and nutrition needs.

## Betty Crocker Kitchens

For more than 80 years, Betty Crocker has provided easy, great-tasting, kitchen-tested recipes for consumers. To maintain this time-honored tradition, our staff of home economists in the Betty Crocker Kitchens develops, tastes and tests hundreds of recipes every year.



## Recipe magazines

Betty Crocker and Pillsbury recipe magazines offer seasonal and themed publications with great-tasting recipes and cooking ideas. They target specific subjects monthly, such as grilling or heart-healthy cooking. Last year, consumers purchased 10 million of our recipe magazines at their supermarket checkout counters.

## Web sites

BettyCrocker.com and Pillsbury.com are two of the most popular Web sites in their Internet segment, together attracting nearly 200,000 visitors each day. They offer recipes, tips, ideas and more, including tools that can help you plan a meal, manage your shopping list, even download money-saving coupons.







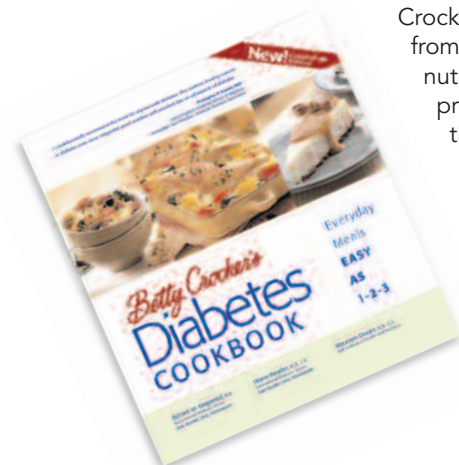
## Cookbooks

General Mills is the market leader in the \$400 million cookbook industry. We've sold more than 65 million cookbooks through the years. The Betty Crocker Cookbook, in print for more than 55 years and now in its 10th edition, has earned a reputation as the most trusted cookbook in America. Our cookbooks are bursting with recipes, photos and ideas, including low-fat recipes, dinners in 20 minutes or less, bilingual recipes, even grilling and vegetarian cooking.



## Living with diabetes

Diabetes is a daily challenge for the more than 17 million Americans living with the disease. Now in its third printing, the Betty Crocker Diabetes Cookbook features everyday experience and tips from people offering suggestions and advice on the challenge of living with diabetes.



Besides great-tasting recipes from the Betty Crocker Kitchens, the Betty Crocker Diabetes Cookbook is packed with valuable diabetes care tips from Dr. Richard Bergenstal of the International Diabetes Center, and nutrition tips from dietitians with years of experience. A portion of the profits from the book are donated to diabetes research and education. Though primarily written for people with diabetes, this cookbook is great for everyone.



## Winning at weight loss

Maintaining a healthy weight benefits every family member and can help reduce the chance of developing cancer, diabetes and heart disease. The Betty Crocker Win at Weight Loss Cookbook gives families the tools to help them succeed together.

Because the family is one of the most powerful influences on a child's weight and health, this cookbook also offers tips on nutrition, food and activity at each stage of a child's growth and development, beginning at age 3. It focuses on making exercise a fun family habit, helping children become more active so they can "grow into" a healthier weight.

The Betty Crocker Win at Weight Loss Cookbook highlights small, simple steps families can take to strengthen the foundations of a healthy, active lifestyle.



## Living with cancer

During cancer treatment, eating can become a struggle for many reasons. Food often loses its appeal, and cooking may seem too hard – just when good nutrition is most critical.

With two oncologists, a nutrition expert and the help of cancer patients, Betty Crocker created easy recipes, tips and ideas to give cancer patients and their families great nutrition advice and hands-on information about how to eat during treatment.

The Betty Crocker Living with Cancer Cookbook won the Health and Special Diet International Association of Culinary Professionals Cookbook Award in 2003.





# Helping you eat your vegetables

Green Giant is the leading branded vegetable company in the United States.

We want to help you eat your vegetables.

We market and sell more than 800 million pounds of vegetables around the world every year under the Green Giant label. We market more than 600 million pounds of vegetables in the United States alone. Every year.

Green Giant's 80 years of leadership in providing high-quality, great-tasting vegetables is a proud part of General Mills' health heritage. Our vegetable business also is an excellent example of how we are innovating to help consumers with healthy products.

Many consumers simply do not find most vegetable products convenient – even fresh vegetables. That's clear. In fact, research shows that many consumers really don't know how to prepare vegetables.

Our innovations in this important, health-oriented category are making vegetables more convenient, better tasting and more available year-round. And in today's time-pressed world, greater convenience and great taste mean more vegetables will be served on family dinner tables.

The response has been very positive. Consumption of vegetables – at least of Green Giant vegetables – is up around the world. More convenient choices and enhanced portion control may even help reverse declining vegetable consumption. That's our vision. For General Mills, vegetables are a growth business.

*Frozen at the peak of freshness*

Research shows that frozen vegetables are as nutritious as fresh. Green Giant corn, for example, is frozen within hours of being picked. By freezing Green Giant vegetables at the peak of freshness, we lock in all that nutrition to ensure that they will be as nutritious, or even more nutritious than fresh.



Green Giant's new resealable stand-up bag is a revolutionary innovation. It brings portion-controlled convenience to a new level. Not only can consumers choose the amount of vegetables to prepare at each meal, but convenient cubes also allow them to control the amount of sauce.



Frozen vegetables add convenience and variety – with mixes and medleys, even microwavable and simply steam pouches.



Progresso soups are also a source of vegetables – providing more than 60 million pounds of vegetables every year.



Green Giant produces and sells vegetables around the world, with sales in more than 75 countries.

**General Mills is the largest producer of branded vegetables in the United States.**



# Helping you eat organic...

For consumers looking for organic choices, General Mills buys and markets more than 150 million pounds of organic fruits and vegetables from certified organic farmers every year. In fact, General Mills is one of the leading marketers of branded organic products in the United States, with leading positions in nine major organic food categories.



**Cascadian Farm** has become one of the nation's premier organic brands, with more than 150 organic food items across seven major categories, including cereals, chewy granola bars, fruit spreads and fruit juice. Cascadian Farm is America's leader in branded organic frozen fruits and vegetables. Picked and packed at the peak of ripeness, our organic frozen fruits and veggies bring nature's purest flavors to your table.

# ... including fruits and vegetables



**Muir Glen** is the leader in branded organic tomato products. Fire-roasted tomatoes, premium pasta sauces, pastes and purees, soups and original salsas, all with true-to-nature tomato taste.

Using only field-grown, vine-ripened tomatoes from California's San Joaquin Valley, and adhering to certified organic standards, Muir Glen is able to produce a superior organic tomato with a superior tomato taste.

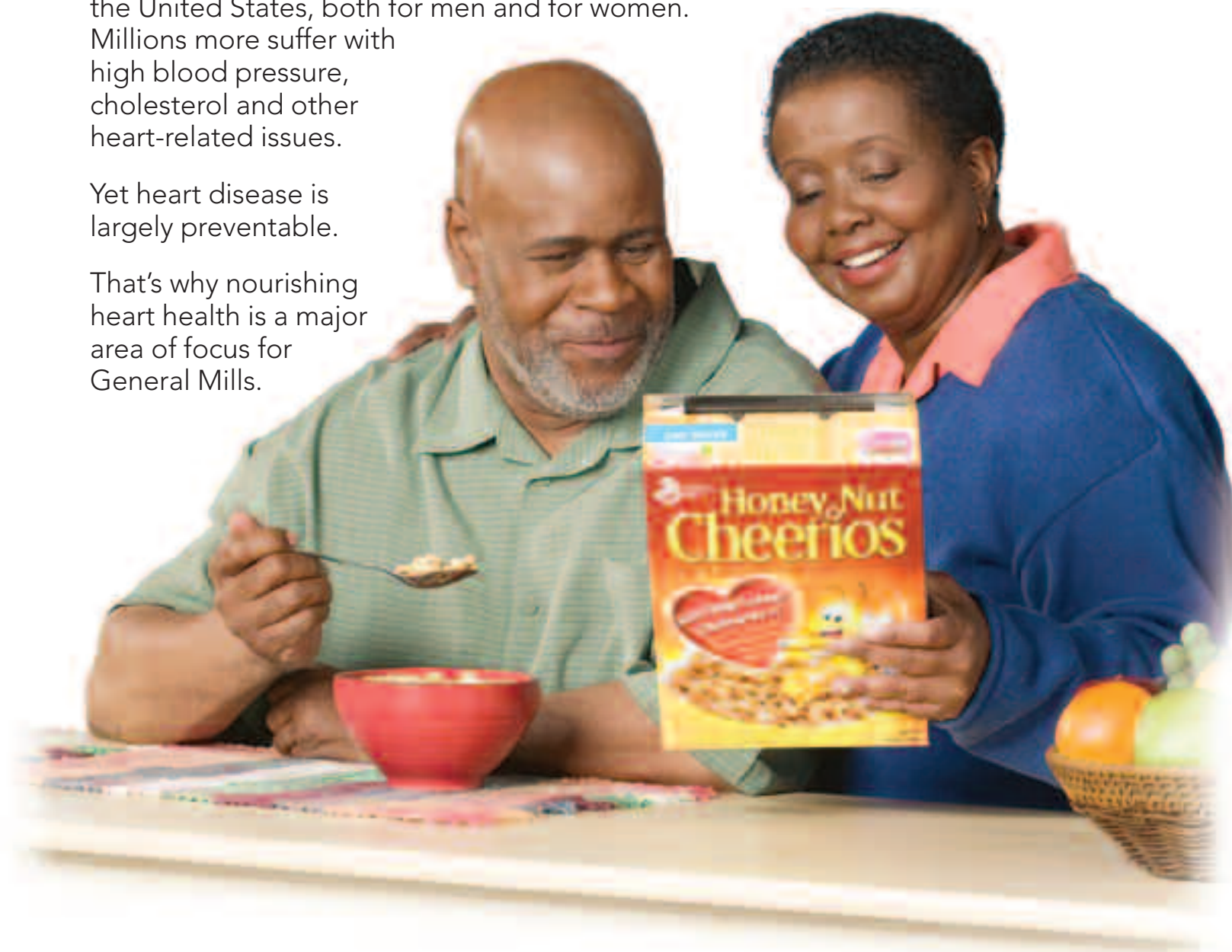


# Nourishing heart health

Heart disease affects more than 70 million Americans. It is the leading cause of death in the United States, both for men and for women. Millions more suffer with high blood pressure, cholesterol and other heart-related issues.

Yet heart disease is largely preventable.

That's why nourishing heart health is a major area of focus for General Mills.



With its heart-health message, Cheerios is the best-selling cereal in the cereal aisle.

## Heart-healthy cooking

With renowned cardiologist Dr. Roger S. Blumenthal, Associate Professor of Medicine at Johns Hopkins University, the Betty Crocker Healthy Heart Cookbook helps make heart-smart cooking an easy part of an everyday healthy lifestyle. Each delicious and simple recipe includes "a note from the Nutritionist," or "a note from Dr. B" with helpful advice on everything from exercise and stress reduction to low-fat cooking and meatless meal suggestions.

Easy-to-understand topics include "The Doctor Explains Heart Tests" and "A Menu Plan with Your Heart in Mind." Stories and anecdotes from heart patients offering personal tips and inspiring success stories provide families with information to help make smart food decisions that can last a lifetime and make following a healthy lifestyle easier.



### Reduced sodium

Progresso offers reduced sodium soups that contain 50 percent less sodium per serving than comparable Progresso soups. Progresso reduced sodium soups are also certified by the American Heart Association.



# Lowering cholesterol

High blood cholesterol can be serious. It is a major risk factor for coronary heart disease.

The good news is that Cheerios can help – and that has the potential to contribute to healthy heartbeats across America.

Cheerios is the only leading ready-to-eat cereal that has been clinically proven to lower blood cholesterol levels when eaten as part of a diet low in saturated fat and cholesterol.

In 1997, the U.S. Food and Drug Administration (FDA) approved a health claim linking the soluble fiber from oats – like that found in Cheerios – to a reduced risk of coronary heart disease.\* Cheerios went one step further. A 1998 published, peer-reviewed clinical study showed that eating Cheerios as part of a heart-healthy diet can help reduce cholesterol levels.\*\*

Several years ago, we brought the heart-healthy benefits of Cheerios to Honey Nut Cheerios. With the introduction of Berry Burst Cheerios, there is now a broad range of delicious cereals that can all play a part in helping reduce the risk of heart disease. All are made with whole grain oats, are low in fat, and provide 13 essential vitamins and minerals.

That's something that everyone can be happy about!



\*Three grams of soluble fiber daily from whole grain oat foods, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios provides 1g of soluble fiber per serving. Honey Nut Cheerios and Berry Burst Cheerios each provide 0.75g of soluble fiber per serving.

\*\*Johnston, L., et.al. "Cholesterol-Lowering Benefits of a Whole Grain Oat Ready-to-Eat Cereal." Nutrition in Clinical Care. 1(1):6-12. 1998

## Cholesterol-free

Unlike cow's milk, 8th Continent soymilk is cholesterol-free and lactose-free. The FDA approved this heart health claim for soy protein in 1999: "25 grams of soy protein a day as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease."

8th Continent and Berry Burst Cheerios have also teamed with The Heart Truth campaign, sponsored by the National Heart, Lung and Blood Institute, on its national awareness campaign. A dedicated web page helps educate consumers about the importance of a heart-healthy diet in lowering their risk for heart disease.



**Plant sterols**  
Nature Valley Healthy Heart granola bars offer the benefit of added plant sterols, which can help lower cholesterol as part of a heart-healthy diet.



# Nourishing families

General Mills is one of the largest cereal producers in the world – and proud of it.

We believe cereal may be one of the best breakfast choices you could make. Cereal tastes great, and it is convenient. It combines great value with great health and nutritional benefits.

**Cereal is consumed in 99 percent of American households.**

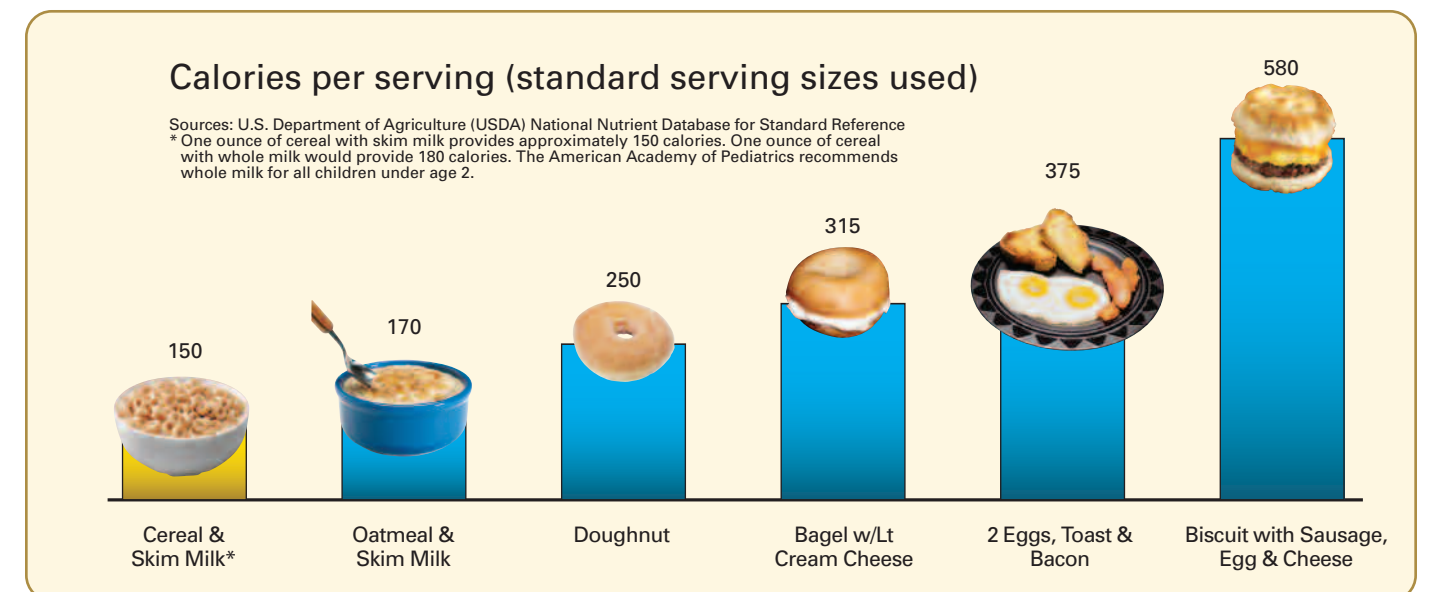


Not only is cereal lower in calories and lower in fat than virtually any other breakfast choice, cereal is also rich in nutrients. And cereal is a leading source of whole grain in children's diets, outpacing even whole grain breads.

Cereal is a major way that General Mills helps nourish families. We eagerly explain the benefits of cereal, because cereal has a great story to tell.

## Common breakfast choices

Here are some of the more popular options you may have considered for breakfast this morning. From a total calorie standpoint, you probably could not have made a better choice than cereal and milk.



# Delivering key nutrients to children

Cereal is lower in calories *and* lower in fat than other breakfast choices. That's only part of the story.

Equally important is the question of nutrient intake. What does cereal deliver?

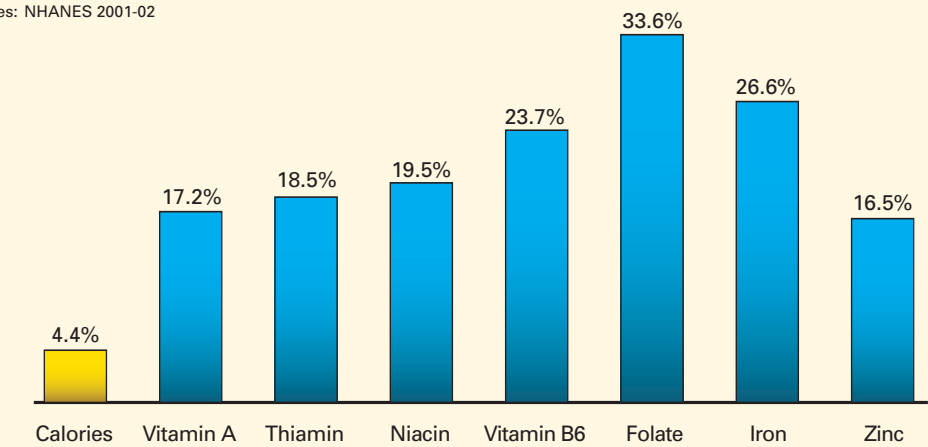
The facts are clear and indisputable. Cereal is unquestionably nutrient rich. It is a major source of key nutrients for kids and adults alike.

Studies consistently show that kids who eat cereal frequently, even every other day, have higher nutrient intakes than kids who don't. That includes kids who eat pre-sweetened cereals.

Cereal is the *No. 1* source of many key nutrients for kids aged 4 to 12 including iron, vitamin A, folate and zinc.

Percent of selected nutrients provided daily by ready-to-eat cereal, children aged 4-12

Sources: NHANES 2001-02





# Healthier body weights

Studies have shown that frequent cereal eaters tend to have healthier body weights overall.

It's true of men. It's true of women. And, it's true of kids in every age group.

Why? Because compared to most breakfast choices, cereals are low in calories – *and* low in fat. Even if they are presweetened. And cereal is nutrient rich.

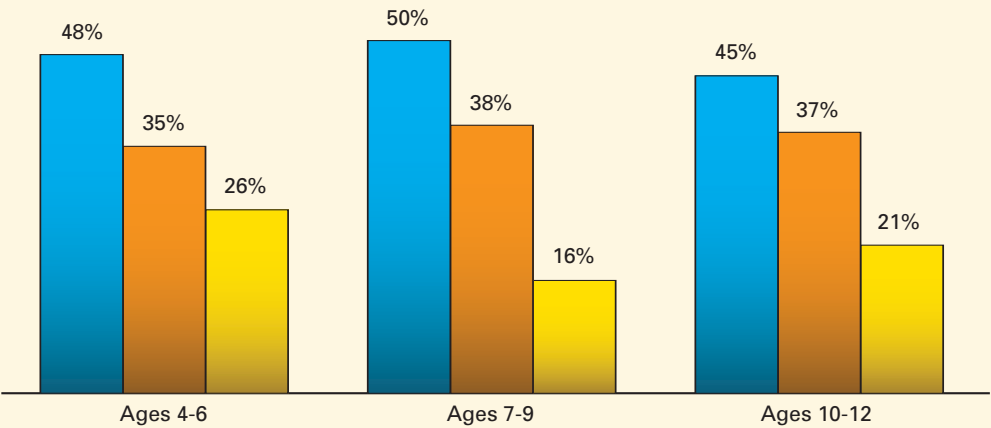
Because many cereal eating occasions are still breakfast occasions, eating cereal may even be beneficial from a lifestyle perspective. Most nutritionists agree that a healthy breakfast is an important part of a healthy, balanced diet – and that eating breakfast regularly contributes to an overall healthier lifestyle.

Both adults and kids who eat cereal – including presweetened cereal – are getting a good start to their day.



## Percentage of kids at risk of overweight

Source: Albertson; JADA, December 2003



- Fewer than four servings of cereal in 14 days
- Four to seven servings of cereal in 14 days
- More than seven servings of cereal in 14 days

Kids who eat four to seven servings of cereal, shown in the orange bar, are less likely to be overweight than kids who eat fewer than four servings, shown in the blue bar.

Kids who eat cereal more frequently, or more than seven servings in 14 days, shown in the yellow bar, are even less likely to be overweight than kids who eat cereal less frequently.





# Cereal and weight

A nationwide study\* published in the *Journal of the American Dietetic Association* found that girls who demonstrated a consistent cereal-eating pattern had healthier body weights and lower BMIs than those who did not.

"We followed (more than 2,000) girls over a 10-year period, and what we found was striking," says lead author Bruce A. Barton, Ph.D., of the Maryland Medical Research Institute. "The number of days eating cereal was predictive of a lower Body Mass Index for the girls in the study. From the age of 13 on, you can clearly see the girls who frequently eat cereal splitting from the majority of girls who do not eat cereal and are gaining more weight. For their age, significantly more girls who ate cereal had a normal body weight compared to those who didn't eat cereal."

Among the study findings:

- A pattern of consistent cereal eating was predictive of lower BMI.
- The risk for being overweight increased 13 percent among the girls who did not frequently eat cereal.
- The fat content in the noncereal breakfasts teenage girls choose is 60 percent greater than in cereal breakfasts.
- The number of girls skipping breakfast doubles from the time they are 9 years old to 19 years old.
- Ready-to-eat cereals made significant contributions to nutrients in the diets of adolescent girls.

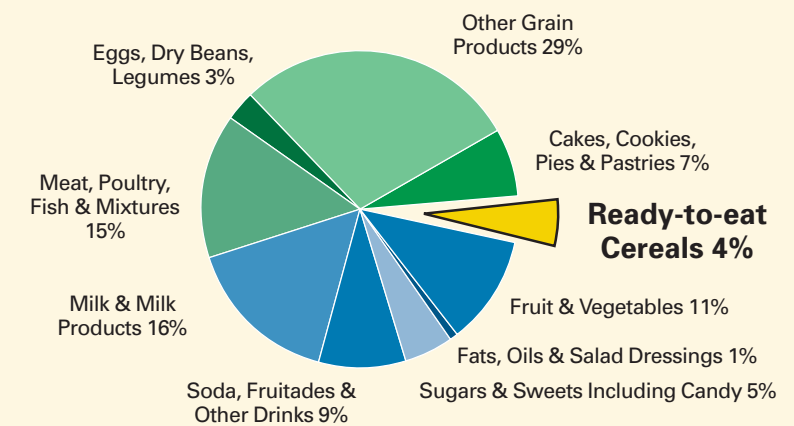
\*The study drew upon the National Heart Lung and Blood Institute Growth and Health Study, a longitudinal biracial observational cohort study that recruited 2,379 girls (1,166 white and 1,213 black) at the ages of 9 or 10 from Berkeley, Calif.; Cincinnati, Ohio; and Washington, D.C.; and then recorded information gathered from the study participants over a period of 10 years.



# Cereal and calories

Ready-to-eat cereals account for just 4 percent of total energy intake – or total caloric intake – while delivering much higher proportions of a number of important nutrients.

## Ready-to-eat cereal delivers less than 5 percent of calories

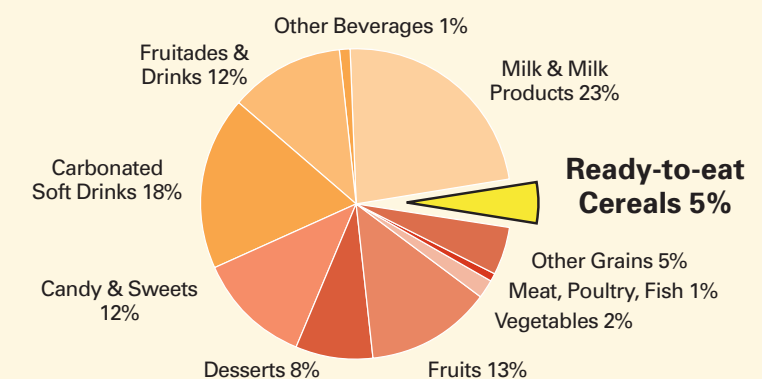


children aged 4-12 Sources: NHANES 2001-02

# Cereal and sugar

Only 5 percent of the sugar in children's diets comes from ready-to-eat cereals, including presweetened cereals. There are only a few lower sources of sugar.

## Ready-to-eat cereal provides only 5 percent of the sugar in kids' diets



children aged 4-12 Sources: NHANES 2001-02



# Delivering the benefits of whole grain

The conversion of our entire Big G cereal line to include whole grain is the biggest single health-driven product improvement in the history of our company.

General Mills' whole grain initiative is adding more than 1.5 billion whole grain servings to the diets of Americans each year. Without any change in consumer behavior. And without adding a single extra calorie.

As a result, more than 27 million servings of Big G cereal now deliver the benefits of whole grain every day across America! Nearly 12 million kids are getting the benefits of whole grain from Big G cereals every day.

That's the kind of powerful impact that a successful health-driven product improvement can have on the American diet.



## Three servings a day

The U.S. Department of Agriculture (USDA) recommends getting at least three servings of whole grains each day. A serving, as defined by the USDA, is equal to 16 grams of whole grain. One convenient way is to eat whole grain cereals. Every General Mills Big G cereal provides at least 8 grams, or at least a half-serving of whole grains. Many General Mills cereals provide 16 grams or more, which is a serving or more of whole grains.

# The bran, the germ and the endosperm

Whole grains include all three parts of the grain kernel: the fiber-rich bran, the starchy endosperm and the nutrient-packed germ.

Not all foods that claim to be "multi-grain," "100 percent wheat," or "high fiber" are necessarily whole grains. Many high fiber foods, such as bran cereals, are not whole grain, while some whole grain foods will not be rich in fiber.

Because the components of whole grains work synergistically in providing health benefits, "the whole is greater than the sum of the parts." This means that eating whole grains – the whole grain package – lets you reap health benefits that go above and beyond fiber.

Whole grains also provide carbohydrates, which are the main source of energy for your body. In fact, your brain, heart and nervous system need a constant supply of carbohydrates. You use energy from carbohydrates to breathe, to think, to move; carbohydrates fuel your daily life.

Ready-to-eat cereals are a great way to deliver the health benefits of whole grains. Not only because cereal is relatively low in calories and low in fat, but also because cereal is nutrient rich and widely consumed.



## Whole grain and health

Whole grain foods can play an important role in health. Whole grains contain a powerful package of health-promoting substances. The complex combination of vitamins, minerals, carbohydrates, antioxidants, fiber and other substances found naturally in whole grains appear to work together to reduce the risk of heart disease and some cancers.

Researchers have recently begun to examine the relationship between whole grains and diabetes. Emerging evidence supports a link between increased whole grain consumption and a reduced risk of diabetes. Whole grains also show up as a healthy way to manage weight. In studies of adult men and women, those who ate more whole grains weighed significantly less than those who ate less whole grains. Eating more whole grains was also linked to gaining less weight over time.

Yet, nine out of 10 Americans don't get the recommended three servings of whole grains each day.



# Adding benefits

General Mills has been innovating and adding benefits to our cereals for decades. We've been addressing health and fostering healthier product choices for decades as well, not only through product development and product improvement, but also in the ways we market those advances.



## 1970s

Responding to findings of nutrient deficiencies by the 1969 White House Conference on Nutrition, General Mills led the cereal industry in fortifying cereals with key nutrients lacking in the diet, including B vitamins and iron.



## 1980s

Addressing inadequate intakes in the diet, General Mills added folic acid to our cereals and promoted its importance, especially for women of childbearing age.

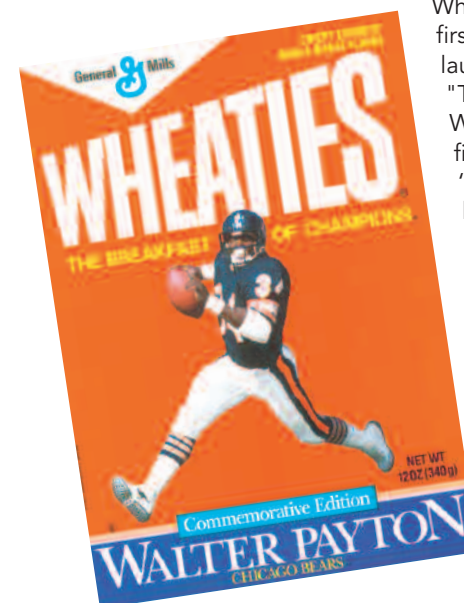


## 2000s

General Mills announced the most significant product improvement in our history, reformulating to ensure that all of our Big G cereals provide at least 8 grams of whole grain, with many providing 16 grams or more.



# The Breakfast of Champions



Wheaties and General Mills were among the first to respond when President Eisenhower launched his Council on Youth Fitness in 1956. "The Breakfast of Champions" and the Wheaties Sports Federation promoted youth fitness and education throughout the '50s, '60s and '70s with exercise information, healthy eating tips and fun contests.



Today on Wheaties.com, consumers can take the Wheaties "Fit to Win Challenge" with a fitness program designed by NBA strength and conditioning coach John Murray to help improve strength and endurance, and tried-and-true nutrition advice from nutritionist Nancy Clark, M.S., R.D.



# The Cheerios story

For more than 60 years, Cheerios has been a trusted partner in helping children grow healthy and strong.

Made from whole grain oats, Cheerios has no artificial colors or flavors. Those wholesome O's have only 1 gram of sugar. They're low in fat, with no saturated fat, no trans fat and no cholesterol. Cheerios is also an excellent source of folic acid and a good source of fiber.

On top of all that, Cheerios is the only leading ready-to-eat cereal that has been clinically proven to lower blood cholesterol levels when eaten as part of a diet low in saturated fat and cholesterol.

Cheerios is a healthy way to start the day. Its wholesome, whole grain goodness is perfect for kids, teens, adults – and everyone in between. They're also a great snack and an ideal finger food, as any mom with a toddler knows.

**Four out of five pediatricians recommend Cheerios as a finger food for toddlers.**



## Cheerios.com

Parents have trusted Cheerios for years. Now they can also turn to Cheerios.com for information and tools to help their little ones eat right from the beginning – and to keep their big ones eating right.



**One of every 10 boxes of cereal sold in America has Cheerios on the label.**



# Nourishing healthy lifestyles

A healthy lifestyle is the key to living a long and healthy life. That means eating a balanced diet, moderate in calories, but also getting enough regular exercise to stay healthy and physically fit.



General Mills is proud of its many initiatives to nourish healthy lifestyles and advance well-being. Some focus on nutrition and education, some on encouraging physical activity. Many are integrated to include both nutrition education and exercise.

Our brands are supporting initiatives from breast cancer and diabetes awareness to building playgrounds and encouraging physical activity.

Why? Because we want to be part of the solution – and we know we can be.

***Only 8 percent of elementary schools provide daily physical education for students in all grades for the entire school year.***



# A Healthy BET

Honey Nut Cheerios teamed with the Black Entertainment Television (BET) Foundation to launch A Healthy BET in January 2004. Focusing on the health of African-Americans – and African-American women in particular - A Healthy BET provides information and advice on eating healthy and staying physically active, offering seminars, public forums, nutrition information and a nationwide fitness challenge.

"It's never too late to change your health for the better," says one woman who participated in the A Healthy BET program and lost 50 pounds in eight months.



# Adding fiber

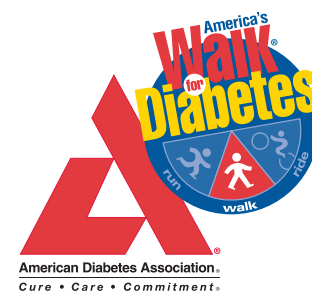
Dietary fiber is important to digestive health. Fiber may help curb your hunger. Some research also suggests that people who have a higher intake of fiber tend to have a healthier body weight.

Consumers looking for fiber will find Fiber One to be one of the best sources available. With just 60 calories and zero grams of sugar, Fiber One has 14 grams of fiber, which is equivalent to 57 percent of the adult Daily Value in every serving. Fiber One Honey Clusters delivers 59 percent of the adult Daily Value of fiber in every serving.

Many kids today also are falling short of their recommended intake for fiber. A national nutrition survey shows that most kids consume less than half of the recommended fiber intake.

One serving of Cascadian Farm Clifford Crunch cereal has 5 grams of dietary fiber, helping to promote digestive and overall health. Clifford Crunch is also fortified with vitamins and minerals, including vitamin E to help keep the body's immune system healthy, and calcium and vitamin D, to aid in building strong bones and teeth. And all Cascadian Farm cereals are made from grain that is certified organic.

Kix is the only leading corn-based cereal that delivers a good source of fiber, a good source of calcium and 8 grams of whole grain per serving. With no added colors, no added flavors and no artificial preservatives, of course.



Fiber One cereal supports America's Walk for Diabetes and the American Diabetes Association Foundation as National Sponsor of 275 walks across the country.

# Breast cancer awareness

Yoplait's commitment to breast cancer research and awareness makes us proud. It's a commitment Yoplait consumers share.



Yoplait is the National Presenting Sponsor of the Susan G. Komen Foundation's Race for the Cure®. With more than 75,000 volunteers around the world, the Susan G. Komen Breast Cancer Foundation is working through local affiliates and events like Race for the Cure with Yoplait's strong support to eradicate breast cancer as a life-threatening disease.



**General Mills and Yoplait have contributed more than \$15.5 million for breast cancer education and research.**

The Yoplait Save Lids to Save Lives program has generated millions of dollars for the fight against breast cancer. Save Lids to Save Lives also has another benefit – one we feel is extremely important. It raises awareness and involves consumers in supporting the breast cancer cause.





# Helping with information

Communicating the health benefits and nutritional content of our products is another way we can help consumers.

We communicate with every package. From health information to the ingredients listing. From nutrition facts to allergen labeling. Health and nutrition information is important when making healthy product choices.

We also leverage our advertising. When we launched our whole grain initiative on every Big G cereal, we focused our advertising across our cereal portfolio on the benefits of whole grain.

When we are able to reduce the number of calories in products, or add calcium, or reduce fat, or increase fiber, or reduce sodium, or add plant sterols that can help lower cholesterol, we communicate that information to consumers.



When the new U.S. Department of Agriculture (USDA) food guide pyramid was unveiled, General Mills featured the information on how to link to MyPyramid.gov on 100 million packages of cereal.



## The 'Goodness Corner'

We launched our "Goodness Corner" in 2004. It's an easy-to-read icon-based system that communicates important product benefits on the package right up front.

The Goodness Corner follows and reinforces the nutrition labeling standards of the U.S. Food and Drug Administration (FDA). And it presents information in a highly visual way.

To be labeled a "good source" of calcium in the Goodness Corner, for example, a product must contain at least the amount of calcium that the FDA would require of something labeled a "good source." The Goodness Corner icons refer directly to the FDA-required Nutrition Facts Panel.

The Goodness Corner communicates key product benefits very clearly. We feel it may be an industry "best practice" in terms of highlighting important nutrition information, including calories, for consumers.

**A cereal box is among the most-read items in any home, read on average 2.6 times.**



The "For Your Health" section on the Yoplait Web site discusses the health benefits of yogurt, including calcium, vitamin D, and live and active cultures.

# Web sites



## GeneralMills.com

Our company Web site features an extensive Health and Wellness section, with information on calcium, folic acid, whole grain, weight management, the benefits of cereal and more. Other resources include a BMI calculator, tips on staying active, information about youth nutrition and fitness, even materials for health professionals.

Product packages, including allergen listings, the full nutrition facts panel and complete ingredient listings are also available at a click.

## EatBetterAmerica.com

More and more people are interested in eating better and living healthier.

General Mills wants to help.

On EatBetterAmerica.com, we deliver clear, concise health information, exercise tips and recipes. You can set a personal goal, then EatBetterAmerica.com can help you maintain and follow a more successful path. Importantly, the site also provides a supportive community where you can read and share stories and the successes with others.

General Mills teamed with LLuminari, a prestigious network of doctors and health experts, and the publishing team of Rodale, publisher of *Runner's World*, *Men's Health*, and *Prevention* magazines, to develop and deliver healthful nutrition and exercise tips to help you eat better and live better.

EatBetterAmerica.com is designed for those who put health at the forefront – creating a place where you can learn from experts and be inspired by your peers to eat better and live a healthier, fuller life.



## BrandNewYou.com

Our BrandNewYou.com Web site helps you shed pounds the right way – gradually. Consumers are encouraged to take the 10/10 Challenge and potentially lose up to 10 pounds in 10 weeks.

Answer a few questions and the site provides you with meal plans designed by the Betty Crocker Kitchens in conjunction with registered dietitians. The meals are delicious, the health tips are helpful and the results can be very real. There's even an online "personal coach."



## SoGoodGirls.com

Created by Yoplait, SoGoodGirls.com is a reality-based expedition following six women as they focus on and fine-tune their health. You can join and follow every step of the way as real women make personal changes to improve their overall health and well-being over an eight-week timeframe, with weekly updates on each woman's personal progress.

Celebrity personal trainer and *SELF* magazine fitness expert Nancy Kennedy coaches and encourages the participants with individual fitness plans, nutritious menu options and simple, yet sincere, sisterly support. Online supporters "listen in" on Kennedy's advice and wellness tips, tap the electronic recipe files, share their thoughts and follow the health and wellness journey of the "So Good Girls."





# Marketing and advertising

As an industry leader, General Mills is committed to maintaining the highest standards for responsible advertising and marketing, especially in advertising that reaches children. Strong marketing guidelines ensure that we advertise and market responsibly.

## General Mills can play a positive role:

- By providing lower calorie, higher nutrient or more nutrient-dense products.
- With a portfolio uniquely aligned with the U.S. Department of Agriculture (USDA) 2005 Dietary Guidelines – providing whole grain, low fat dairy, fruits and vegetables.
- By leading on issues of health and wellness.

## General Mills’ advertising and marketing will reflect:

**Balance** Encouraging families and children to understand and follow nutritional guidelines for a balanced diet of healthy and nutritious foods.

**Moderation** Encouraging only sensible portions of food – never depicting or encouraging over-consumption.

**Exercise** Advocating and reinforcing the importance of higher levels of physical activity.

## Family-Friendly

General Mills is proud of its reputation as a “family-friendly” advertiser. We will not produce advertising that would undermine the role of parents and family, or respect for community authorities. General Mills will air advertising only on programming it deems suitable for the family-oriented nature of its brands and products.

## Child marketing review council

An internal Child Marketing Review Council considers and reviews all planned marketing to ensure compliance with the company’s Child Marketing Guidelines:

- Conducting marketing plan reviews of all brands and products marketed to children.
- Regularly reviewing advertising and marketing materials of brands and products marketed to children.
- Reviewing and revising the company’s Marketing Guidelines.
- Addressing internal marketing or product questions.

## Guidelines for advertising foods to children:

- No General Mills product may be advertised on any program targeted to preschool children.
- No General Mills product containing more than 175 calories per serving may be advertised to children 12 or younger.
- Products containing 175 calories or fewer per serving must also either:
  - Meet the U.S. Food and Drug Administration (FDA) “healthy” criteria per labeled serving,
  - OR
  - Provide at least one-half serving of a food targeted by the U.S. Department of Agriculture (USDA) 2005 Dietary Guidelines for increased consumption by children (i.e., whole grain, fruit, vegetables, low fat dairy).

Products not meeting these standards will not be marketed or advertised to children 12 or younger. Specifically:

- No advertising on programming targeted to children.
- No promotion marketing targeted to children, including sweepstakes, contests, premiums, movie tie-ins, etc.
- No marketing using Internet communications or activities targeted to children, including Web sites, blogs, games, etc.
- No new marketing via third-party licensed characters in advertising or on Web sites targeted to children.

## Additional guidelines:

- General Mills does not allow product advertising or marketing to children in K-12 schools or school settings.
- General Mills does not allow paid product placement targeting children 12 or younger.
- Advertising on children’s programming must meet or exceed the guidelines of the Children’s Advertising Review Unit (CARU) of the Better Business Bureau.
- Advertising on children’s programming must be prescreened with CARU staff for proper messaging and content.
- General Mills will comply with the laws and regulations of each country in which it operates, and may adapt its guidelines to specific requirements.
- In support of General Mills’ “Balance, Moderation, Exercise” message, children must be depicted as active and energetic, engaging in physical activity. Foods represented must reflect sensible portions and serving sizes – never depicting over-consumption.
- General Mills Web sites intended for or frequented primarily by children must include a 30-minute “activity break” that encourages children after 30 minutes to engage in another “more active” activity.
- General Mills Web sites must also follow all relevant FTC Children’s Online Privacy Protection Act (COPPA) guidelines regarding information and privacy.

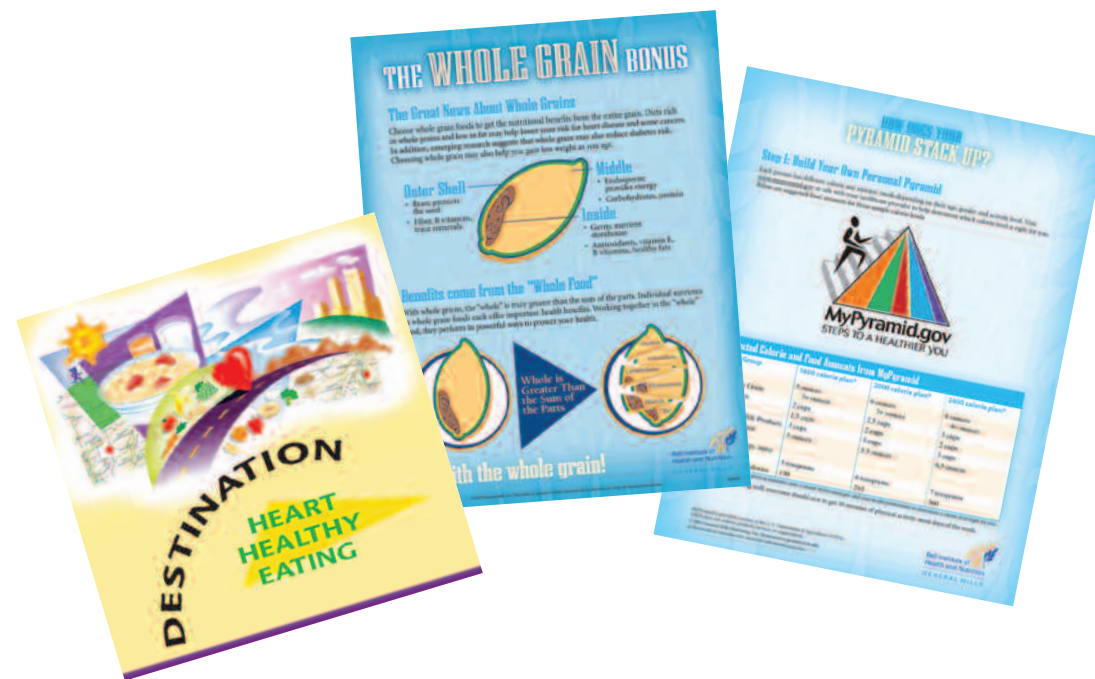
# Bell Institute of Health and Nutrition

The Bell Institute of Health and Nutrition reflects General Mills' ongoing commitment to nourishing lives.

With backgrounds in nutrition science, public health, clinical nutrition and food science, the role of the Bell Institute is to provide nutrition expertise and guidance to General Mills.

Not only are Bell Institute experts a valuable resource for the business teams at General Mills, but they also serve as a resource for health professionals. Bell Institute scientists contribute to research on subjects like whole grain and micronutrients, with published findings and scientific articles in over 30 leading peer-reviewed journals in the past five years.

In addition to research, the Bell Institute sponsors leading speakers for professional conferences through its speakers bureau program, and develops science-based patient education materials and continuing education programs for use by health professionals and their clients. Physicians, physician assistants, registered dietitians, registered nurses, certified diabetes educators, and other health professionals are able to order or download these materials free from the Bell Institute Web site.



# WIC resources

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has made a significant and positive impact on the health and well-being of millions of women, infants and children since its inception in 1974.

General Mills supports the goals of the WIC program in several ways.

We offer more than a dozen well-loved cereals that meet the federal requirements for use in the WIC program, including Cheerios, Kix, Total Whole Grain, Wheaties and Chex. And while not currently a WIC requirement, every Big G cereal is made with whole grain.

General Mills also believes in the importance of nutrition education as a component of WIC, and is committed to making complimentary nutrition education materials available for distribution in WIC clinics.



## Essential source of nutrients

We believe strongly in the nutrition benefits that fortified cereals provide to WIC participants, making cereal an integral part of the program's success. Cereal provides essential nutrients for the health of women and children, including iron, calcium, and B vitamins including folic acid. Research also has shown that people who eat cereal frequently are better off nutritionally than those who eat cereal less often.





# Nourishing communities

General Mills invests in the people, neighborhoods and education of the communities in which we live and work.

In just the last four years, General Mills and the General Mills Foundation have contributed more than \$8 million to programs around the country aimed at improving youth nutrition and fitness.

*General Mills and the General Mills Foundation have contributed more than \$8 million to youth nutrition and fitness programs around the country in just the last four years.*

## President's Challenge

Get moving, every day! That's the President's Challenge. And millions of kids are doing it every year to win the Presidential Active Lifestyle Award.

General Mills proudly sponsors up to 50,000 youth each year in pursuing the Presidential Active Lifestyle Award (PALA). It's another positive way to encourage an active, healthy lifestyle. Part of the President's Challenge physical fitness program, the PALA award encourages and recognizes young people aged 6 to 17 who are establishing and maintaining a physically active lifestyle. To earn the PALA award, young people must maintain a physical activity log and commit to 60 minutes of physical activity a day, five days a week.

What kind of activity? Anything involving large muscle movements, and all such activities count, whether done alone, with friends, families or sports teams.



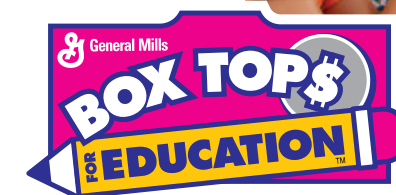
### Minneapolis PALA program

More than 32,000 students in the Minneapolis Public School District took the challenge and participated in daily exercise through the sponsorship of the General Mills Foundation.



## Box Tops for Education

Through its Box Tops for Education program, General Mills has donated more than \$190 million to schools across America since 1996. Box Tops funds have helped schools purchase everything from textbooks to computer kiosks to art supplies. More than \$13 million has gone to purchase or install playground or other physical fitness equipment.





# Champions for Healthy Kids

Developed in conjunction with the American Dietetic Association Foundation, the Champions for Healthy Kids™ Youth Nutrition and Fitness program awards \$500,000 in grants each year to community-based programs across the United States.

The General Mills Foundation awards 50 grants of up to \$10,000 each – more than \$2 million in the first four years – to grassroots efforts developing creative ways to help youth and their families adopt an ongoing balanced diet and physically active lifestyle.

Grant-funded programs are using dance, karate memberships, cooking classes and other creative ideas to teach toddlers, kids and teens lifelong skills about balanced diets and physically active lifestyles.

From Buffalo, N.Y., to Pawhuska, Okla., General Mills and the Champions for Healthy Kids grants program are helping nurture kids and nourish communities in pursuing lifelong habits of healthy, active lifestyles.

**More than a third of high school age children get no regular physical activity.**

## Dancing for fitness

These dancers, from the Buffalo Inner-City Ballet in New York, learn the connection between what they put into their bodies and how their bodies perform as part of the Dancing for Fitness program. With the help of the Champions for Healthy Kids grant, the ballet company was able to continue offering the program to all of the children and families who depend on it at a time when funding for non-essential programs has all but ceased to exist.



## Ready, Set, Grow!

To increase daily physical activity as part of the “Ready, Set, Grow!” program, funds from the General Mills Champions for Healthy Kids grant were used to expand playground equipment from one piece to five and to stock the cafeteria with fruits and vegetables not commonly found in the children’s homes. An Easter Seals Connecticut-Rhode Island Head Start program, “Ready, Set, Grow!” helps preschoolers understand the importance of making healthy decisions about exercise and food.



## Osage Nation Head Start

Preschoolers at the Osage Nation Head Start program practice their traditional native dance for 20 minutes every day. With a Champions for Healthy Kids grant, the program in Pawhuska, Okla., built a compact disc library of Native American music to use in its expanded dance program. The need to develop good exercise habits early and the relevance of ancient ritual dance seemed a natural pairing.



To complement the physical fitness component, the program worked with the State Department and a nutritionist to add fruits, vegetables and healthy snacks to the children’s traditional native diet.

## School’s Out Fun and Fitness

The kids in the city of Sunnyside, Wash., are beating the odds. This young, predominantly Hispanic community is very engaged in the battle against childhood and adolescent weight issues – and they are vigilant about encouraging kids to remain healthy and about reinforcing the importance of a healthy lifestyle.



A Champions for Healthy Kids grant helped fully equip the Sunnyside Recreation and Community Center with high-quality sporting goods and fitness equipment. Focusing on new ways to be physically active, the “School’s Out Fun & Fitness” program helps kids learn about new and healthy foods on their 23 free days during the school year.



# Resources

Visit our Web sites for more information about our company, our brands and our initiatives.

## General Mills

[www.generalmills.com](http://www.generalmills.com)  
[www.generalmills.com/corporate/health\\_wellness](http://www.generalmills.com/corporate/health_wellness)  
[www.bellinstitute.com](http://www.bellinstitute.com)  
[www.wic.generalmills.com](http://www.wic.generalmills.com)

## Brand sites

[www.bettycrocker.com](http://www.bettycrocker.com)  
[www.cascadianfarm.com](http://www.cascadianfarm.com)  
[www.cheerios.com](http://www.cheerios.com)  
[www.colomboyogurt.com](http://www.colomboyogurt.com)  
[www.eatbetteramerica.com](http://www.eatbetteramerica.com)  
[www.8thcontinent.com](http://www.8thcontinent.com)  
[www.fiberone.com](http://www.fiberone.com)  
[www.greengiant.com](http://www.greengiant.com)  
[www.muirglen.com](http://www.muirglen.com)  
[www.naturevalley.com](http://www.naturevalley.com)  
[www.pillsbury.com](http://www.pillsbury.com)  
[www.progressosoup.com](http://www.progressosoup.com)  
[www.smallplanetfoods.com](http://www.smallplanetfoods.com)  
[www.sogoodgirls.com](http://www.sogoodgirls.com)  
[www.totalcereal.com](http://www.totalcereal.com)  
[www.wheaties.com](http://www.wheaties.com)  
[www.wholegrainlife.com](http://www.wholegrainlife.com)  
[www.yoplait.com](http://www.yoplait.com)

## Initiative sites

[www.boxtops4education.com](http://www.boxtops4education.com)  
[www.brandnewyou.com](http://www.brandnewyou.com)  
[www.generalmills.com/corporate/commitment/champions.aspx](http://www.generalmills.com/corporate/commitment/champions.aspx)

Betty Crocker, Breakfast of Champions, Cascadian Farm, Cheerios, 8th Continent, Fiber One, Green Giant, Häagen-Dazs, Kix, Muir Glen, Nature Valley, Old El Paso, Perfect Portions, Pillsbury, Pop Secret, Progresso and Wheaties are all trademarks of General Mills. Yoplait is a trademark of YOPLAIT Marques Internationales SAS (France) used under license.

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