



GENERAL MILLS

Supplier Diversity at General Mills



**Chairman and CEO
Ken Powell's
Company
Message**

“Our diverse supplier network brings us new ideas and opportunities. But beyond the value and the business benefit, our Supplier Diversity program also helps us support, grow and nourish the communities in which we live and work.”



What is Supplier Diversity at General Mills?

General Mills is committed to establishing and growing successful business relationships with increasing numbers of qualified minority and woman-owned suppliers. Fulfilling this commitment is important to our shareholders, our increasingly diverse consumer base, the communities in which we operate and, ultimately, the success of our company. As such, each division/department will establish annual objectives and plans that lead to measurable improvement in diversifying our base of suppliers.

Every day, General Mills strives to live out our mission of Nourishing Lives through our branded products, the communities we serve and the way we work to preserve the environment for future generations. Our growing Supplier Diversity program is a reflection of this commitment to Nourish Lives, and it is our hope that our effort creates jobs and economic development in communities across the country.



Getting Certified

Our Supplier Diversity program requires that you become certified as a minority or woman-owned company and, should your company meet the below criteria, highly encourage you to utilize the corresponding recognized site-certifying organizations for certification information.

Minority-owned Business Criteria and Certification Resources

An MBE is defined as a business, 51% of which is owned, operated and controlled by a U.S. citizen or citizens included in one or more of the following ethnic groups: Asian Pacific American (e.g. Japan, China, Indonesia), African American, Asian Indian American (e.g. India, Pakistan, Bangladesh), Hispanic American, Native American (e.g. American Indian, Eskimo, Aleut, Hawaiian).

National Minority Supplier Development Council (NMSDC)

1040 Avenue of the Americas
New York, NY 10018
212-944-2430
www.nmsdc.org/nmsdc/

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SUPPLIER DIVERSITY





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Meeting the Company's Needs

The Supplier Diversity Office is available to MBEs and WBEs as an information resource. Once it has been determined that a product or service appropriately meets our needs, the Supplier Diversity Office facilitates a referral and introduction to the buying agent. General Mills encourages buyers to use diverse suppliers whenever and wherever possible to effectively support our corporate commitment to Supplier Diversity.

Women-owned Business Criteria and Certification Resources

A WBE is defined as a business, 51% of which is owned, operated and controlled by one or more women who are U.S. citizens or Legal Resident Aliens; whose business formation and principal place of business are in the US or its territories; and whose management and daily operation is controlled by one or more of the women owners.

Women's Business Enterprise National Council (WBENC)

1120 Connecticut Ave., NW Suite 1000
Washington, D.C. 20036
202-872-5515
www.wbenc.org/

If your minority or woman-owned status changes, we require that you notify your General Mills contact immediately with an update of ownership status. We take great pride in assuring our data is accurate and representative.

How to Enroll in Our Program



If you are interested in doing business with General Mills and meet the qualification criteria listed in the "Getting Certified" section, please register your business with the General Mills minority Supplier Database.

eSourcing Database — We have also developed an internal eSourcing portal so our buyers will have even more visibility to diverse suppliers while they review RFPs. Visit <http://www.generalmills.com/corporate/eSourcing/default.aspx> to register your company.

IT Vendors — If you are an IT vendor, please utilize the above eSourcing registration link and reference the following email address for correspondence with our IT group: IScontract.group@genmills.com.



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www.generalmills.com

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