Valued partners,

Thank you on behalf of our global supply chain team and General Mills for your support as the world navigates COVID-19. You've played an important role in ensuring we can continue to make the food the world loves and needs.

During this extraordinary time, consumers have rediscovered that the kitchen is the heart of the home. Consumers are turning to brands they know to bring a sense of normalcy and comfort to their lives. This has in turn, increased demand for many of our categories and has required our supply chain to adjust to meet the demand of our retail partners and consumers.

We recognize these demand increases also impact you. As we navigate these unprecedented times, our teams will try to transparently communicate in real-time and forecast demand shifts to the best of our ability. If you see opportunities for stronger collaboration, we invite you to share with your sourcing representative. A strong partnership is necessary as our suppliers play an important role in helping us serve our customers and consumers.

Many of you have been incredible partners in finding creative solutions to meet demand shifts. We are fortunate to have excellent relationships with our suppliers. Your open communication and added contingency planning have been factors in helping us keep our products on the shelves.

Your partnership also enables us to be a force for good. In response to the pandemic, General Mills has developed a “manufacture to donate” initiative that will provide $5 million (USD) worth of food - including whole grain cereals, frozen whole grain waffles and granola bars - for Feeding America to distribute within its network of 200 food banks. That’s in addition to the $5 million in foundation grants to support food access in our key global markets and support for our manufacturing communities around the world.

Please pass on our thanks to your front-line heroes. I also want to reinforce our continued commitment of sharing best practices, fostering partnerships and collaboration during this time. Please continue to visit General Mills’ Supplier Connect for our latest COVID-19 announcements and resources.

Have a safe day.

John Church
Chief Supply Chain Officer