General Mills

AMBITIONS IN SUSTAINABLE AND RECYCLABLE PACKAGING

Packaging plays a critical role in preserving the safety, nutrition and quality of the food we make. As responsible stewards of natural resources, we aim to reduce our environmental impact across each product’s full life cycle. Currently, 88% of our US and 72% of our EUA packaging is recyclable (based on weight).

All General Mills brands will design 100% of our packaging to be recyclable or reusable by 2030

Our 3 GOALS

- In 2019, Annie’s became the first major brand in the U.S. to commercialize recycled content in a cereal liner, using at least 35% postconsumer recycled plastic. And more than 90% by volume of cereal liners in General Mills U.S. bag-in-box portfolio are recyclable by volume (pounds and RNS).

How will we DO IT?

- INCREASE USE OF RECYCLED AND RECYCLABLE MATERIALS
- LEAD THROUGH EXTERNAL COLLABORATION
- INNOVATE TO MAKE OUR MATERIALS BETTER

Progress we’ve ALREADY MADE

Through our contributions to The Recycling Partnership, we’ve supported their efforts to divert more than 230 MILLION POUNDS of recyclables from landfills into the recycling stream over the past six years.

Greenhouse gas emissions from packaging DECREASED 11% in 2019 versus our 2010 baseline.

In 2019, more than 99.5% of our fiber packaging was from sustainable sources, using either recycled materials or virgin wood fiber, avoiding deforestation.

By converting to a renewable, bio-based plastic film for Cascadian Farm cereal box liners, we will use 270 METRIC TONNES less of nonrenewable plastic annually. That is heavier than the Statue of Liberty!