Regenerative Agriculture & General Mills’ commitment to advancing it by 2030
What you’ll learn

This interactive PDF is designed to highlight:

- The critical challenges facing farmers and food production.
- What regenerative agriculture is and how it can address those challenges.
- How General Mills is advancing regenerative agriculture and measuring environmental and economic impacts where it sources key ingredients.
Regenerative Agriculture
& General Mills commitment to advancing it

Click a chapter to learn more

1. Critical Challenges
2. Regenerative Agriculture Defined
3. GMI’s Commitment
4. Measure Impact
We depend on thriving farms for all the food we make and eat, but there are many critical challenges facing the productivity and livelihoods of farmers. Regenerative agriculture can help address all of these challenges.

1. **We are losing farmable topsoil at unsustainable rates.**

2. Agriculture’s contribution and susceptibility to climate change is increasing.

3. Farmers are under mounting economic pressure.

4. Agriculture practices are threatening water quality and quantity.

**Biodiversity** loss negatively affects farm productivity & resilience.

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1 sq ft of undisturbed grassland

1 sq ft of farmland

52% Rollover to learn more

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Learn more

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David Liittschwager, Nat Geo Image Collection

NPR Illustration
Regenerative agriculture is a holistic, principles-based approach to farming and ranching that seeks to strengthen ecosystems and communities, which helps maintain a steady supply of high-quality ingredients for General Mills products while addressing some of society’s biggest environmental and economic challenges.

How does it work?
Regenerative Agriculture repairs and enhances natural ecosystem processes like the water cycle, which leads to greater resilience in food production.

What is it?
Business as Usual
Regenerative Ag

6 Principles of Regenerative Agriculture

- Understand Context of Your Farm Operation
- Integrate Livestock
- Maximize Crop Diversity
- Minimize Soil Disturbance
- Keep the Soil Covered
- Maintain Living Root Year-Round
Several brands like Annie's and Epic are partnering directly with regenerative farmers and ranchers to source regeneratively-grown ingredients, and Cascadian Farm is working to commercialize the deep-rooted perennial grain, Kernza.

We are tracking changes in soil health, biodiversity, water quality and farmer economics over several years as the farmers implement their regenerative management plans.

In multi-day workshops, farmers receive grounding on the regenerative principles and hear from local farmers about how they are practicing regenerative agriculture.

Farmers receive 1-on-1 coaching for 3 years to help develop and implement a regenerative management plan.

Farming differently can be isolating. We are connecting farmers to others going down the regenerative path through field days, café meet-ups, and groups on social media.

We are working with the Ecosystem Services Market Consortium to pilot a market so farmers can be paid for the environmental services they provide through regenerative ag. The farmers in our Southern Plains pilot are some of the first in the country to pilot this market.
How GMI is advancing it
Collecting soil samples to monitor changes in soil health and carbon sequestration, which fights climate change.
Collecting insect samples, measuring insect services like pollination, and measuring bird diversity as an indicator of ecosystem health.
Monitoring farm costs and returns to understand economic impact of regenerative management.
Modeling farmers' impact on water quality and quantity and conducting in-field tests to see how well the soil absorbs water during heavy rain events.
We're using satellite imagery to track changes in agricultural practices like cover crops and no-till on the landscape over time.
We're developing approaches for using sensors like microphones and cameras to detect insects and birds using artificial intelligence.

Measuring the impacts
We are working to advance the science of regenerative agriculture to better understand its economic and environmental impacts, and developing technologies that will allow us to quantify these impacts across entire regions where we source key ingredients.

How and why

New Technologies
- Satellites
- In-field Sensors
- We developed the Regenerative Ag Self-assessment Questionnaire to empower farmers to explore how their practices align with regenerative agriculture principles.

Rollover each image to learn more
Thank you.

General Mills is committed to advancing regenerative agriculture and we appreciate your time.

If you would like to learn more about our efforts, please visit the link below.