General Mills

Triple Bottom Line Operating Unit

SUSTAINABILITY HIGHLIGHTS FY2019
We believe that food choices matter.

Our mission is to care for the planet and its people through the food we make and the land we impact.

Our vision is for General Mills to become the company most trusted to care for the planet and its people.
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1 Becoming the Triple Bottom Line Operating Unit

Part one of this report summarizes our operating unit’s sustainability strategy and our recent process of developing key performance indicators to measure the social and environmental impacts of our business decisions.

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2 Updates from Our Brands

Part two describes key projects each of our brands has pursued in the past fiscal year.

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Introducing the Triple Bottom Line Operating Unit

In 2018, Annie’s, Cascadian Farm, EPIC Provisions, and Muir Glen joined together as a new Operating Unit within General Mills. We proudly named our group of brands after our fierce collective commitment to mission: The Triple Bottom Line Operating Unit is committed to driving positive outcomes for the planet, people, and profit.

Every business depends on the planet and people, but accounting for impact across a triple bottom line is still uncommon. Yet it’s also an opportunity to adapt for innovation and growth.

Accounting for the triple bottom line helps our operating unit grow responsibly by:

- Growing the financial top and bottom lines with a view toward the long term
- Counting externalities: knowing the true costs of operation, including social and environmental costs that don’t hit a traditional balance sheet
- Finding win-wins through resource efficiency and waste avoidance
- Creating value through authentic actions and messaging that drive trust, competitive advantage, and innovation

Across the brands in the Triple Bottom Line Operating Unit, our mission is to care for the planet and its people through the food we make and the land we impact. While each brand has unique product offerings and core consumers, the decisions we make across all four brands strive to advance the balanced triple bottom line.
FY2019 By the Numbers

- **256 million lbs** of organic ingredients purchased
- **500,000 lbs** of synthetic pesticides replaced with USDA certified organic methods through our purchase of organic wheat, oats, and tomatoes
- **92%** of our products display the How2Recycle label
- **25,000 acres** of farmland represented in response to the General Mills Regenerative Agriculture Self-Assessment
- **11 million lbs** of ingredients purchased with additional third-party certifications
- **44%** of our product manufacturers shared detailed information about their environmental and social initiatives through our self-assessment questionnaire
- **68%** of our employees volunteered
- **$1.5 million** donated to organizations that protect and support people and the planet
- **22** external speaking engagements and articles published by the Triple Bottom Line Operating Unit sustainability team
From Farm to Yum: Our Sustainability Strategy

Farm to Yum is the comprehensive framework that outlines our operating unit’s social and environmental goals across our office, supply chain, and the food system.

**Agriculture**
Advance regenerative agriculture by partnering with farmers and suppliers, and by tracking agricultural practices and outcomes.

**Manufacturing & Packaging**
Promote a more sustainable supply chain through our manufacturing and packaging decisions.

**Communications**
Elevate authentic marketing and outreach to engage all people in the transformation to a more regenerative food system.

**Employees**
Empower employees to embed sustainability into their roles and to live our mission through daily actions.

**Partnerships & Policy**
Amplify our positive impact on food systems by learning from and collaborating with partners and influencing policy.

**Workplaces**
Operate our offices and home farm sustainably to set the stage for employee decisions.
Developing Key Performance Indicators

The business world has standard metrics to track and prioritize profitability. Developing equally strong metrics for impact on the planet and people allows us to understand and act on a triple bottom line business model.

Historically, companies have focused on financial metrics that are an integral part of the business vernacular – metrics like return on investment, margin expansion, and cost savings. If we are to transition to a triple bottom line business model, we need to balance those metrics with equally weighted metrics related to the planet and people.

Each of our brands has a strong heritage of sustainability with its own approach to measuring impact. Annie’s has published annual sustainability reports since 2011, aligned to the Sustainable Food Trade Association metrics; EPIC has published an annual Impact Journal since 2017; and both Muir Glen and Cascadian Farm have had a strong history of sustainability since their founding and through prioritizing organic products.

As we advance our sustainability work and bring our four brands together as part of the Triple Bottom Line Operating Unit, we sought to develop KPIs that:

- Articulate environmental and social impact with precision and credibility
- Can be embedded into all aspects of our business and considered in decision making processes
- Can be calculated efficiently
- Resonate with and inspire a broad audience internally and externally
- Are keystone indicators of the big picture

In selecting appropriate indicators, we’ve asked ourselves questions such as: What long-term outcomes do we want to drive? How do we choose metrics that are salient to our business and meaningful in their context? How do we collect data about our spheres of influence that we don’t directly control – like upstream impacts of our supply chain and downstream impacts of our messaging campaigns? This year, we worked with consulting group HowGood to answer these questions.

Ecologists use keystone species as indicators to quickly understand the big picture in a complex ecosystem. For example, amphibians are highly sensitive to environmental conditions, so they are a good keystone indicator for the overall health of an ecosystem – without having to measure every single variable.
Key Performance Indicators for the Planet and People

We developed a set of 9 keystone KPIs that will help us track progress toward long-term outcomes.

The KPIs will help us track data and make decisions that move our business toward the desired outcomes in each area. They may evolve over time with improvements in technology, science, and internal capabilities. We carefully selected long-term desired outcomes to ensure they will remain relevant to our business for decades to come. Additional details are included throughout the report. Below is each KPI on the left and its corresponding desired outcome on the right.

### Supply Chain

<table>
<thead>
<tr>
<th><strong>Soil Health</strong></th>
<th><strong>Animal Welfare</strong></th>
<th><strong>Pesticide Avoidance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of acres in the supply chain working to improve soil health</td>
<td>Soil is regenerated and sequesters carbon; reduced greenhouse gas emissions related to soil degradation</td>
<td>Farms are healthy, thriving, diverse ecosystems that contribute positively to biodiversity</td>
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</tbody>
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### Shared Economic Value

<table>
<thead>
<tr>
<th><strong>Manufacturing Emissions</strong></th>
<th><strong>Circular Packaging</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average % of lifespan spent on pasture for animals in our supply chain</td>
<td>Pounds of synthetic pesticides replaced with USDA certified organic methods</td>
</tr>
<tr>
<td>Animals are healthy, able to express natural behaviors, and positively interact with the ecosystem</td>
<td>Farms are healthy, thriving, diverse ecosystems that contribute positively to biodiversity</td>
</tr>
</tbody>
</table>

### External Engagement

<table>
<thead>
<tr>
<th><strong>External Communication</strong></th>
<th><strong>Partnerships &amp; Policy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of our consumers who believe their food choices have an impact beyond their own personal health</td>
<td>Number of regenerative agriculture and triple bottom line champions engaged directly and through our partnerships</td>
</tr>
<tr>
<td>Consumers believe their food choices have an impact beyond their own personal health and act on that belief</td>
<td>Create an enabling environment for triple bottom line businesses, with a focus on regenerative agriculture</td>
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### Internal Engagement

<table>
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<tr>
<td>Percent of key roles working on priorities related to the KPI’s</td>
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### Key Performance Indicators for the Planet and People

#### Supply Chain

**Soil Health**
- Percent of acres in the supply chain working to improve soil health
- Soil is regenerated and sequesters carbon; reduced greenhouse gas emissions related to soil degradation

**Animal Welfare**
- Average % of lifespan spent on pasture for animals in our supply chain
- Animals are healthy, able to express natural behaviors, and positively interact with the ecosystem

**Pesticide Avoidance**
- Farms are healthy, thriving, diverse ecosystems that contribute positively to biodiversity

#### Shared Economic Value

**Manufacturing Emissions**
- CO₂e emissions from manufacturing per pound of product
- Greenhouse gas emissions are net zero

**Circular Packaging**
- Percent of packaging that is circular
- Robust markets for recycled content and bio-based packaging

#### External Engagement

**External Communication**
- Percent of our consumers who believe their food choices have an impact beyond their own personal health
- Consumers believe their food choices have an impact beyond their own personal health and act on that belief

**Partnerships & Policy**
- Number of regenerative agriculture and triple bottom line champions engaged directly and through our partnerships
- Create an enabling environment for triple bottom line businesses, with a focus on regenerative agriculture

#### Internal Engagement

**Internal Engagement**
- Percent of key roles working on priorities related to the KPI’s
- Full organizational commitment to the triple bottom line at all levels
Supply Chain Sustainability

Our supply chain represents our biggest opportunity for positive impact.

**Ingredients**
As a food company, ingredient sourcing is our biggest lever for impact. Through our sustainable sourcing strategy, we aim to maximize positive impact on natural resources and farming communities.

**Packaging**
We strive to minimize the amount of packaging we use, while prioritizing low impact materials and considering end-of-life outcomes.

**Manufacturing**
We work with manufacturing partners who are aligned with our environmental and social responsibility values. We collect detailed quantitative data about resource consumption and employee well-being annually and provide resources to empower them to improve.

We recognize that some of the world’s most vulnerable people contribute to our supply chain as farmers and workers.

According to the USDA, more than 50% of US farms did not turn a profit in 2017.\(^1\) Human rights issues like slavery and child labor are present in complex global supply chains, but are hard to trace and prevent. An estimated 152 million children are engaged in child labor worldwide, and 71% of them work in agriculture. Over 4.3 million children are engaged in forced labor.\(^2\)

**KPI**: Percent of farmers and workers in our supply chain making progress toward a living income

**Desired outcome**: People in our upstream supply chain have the resources they need to survive and thrive

**Living Income Definition**: Sufficient income from wages, self-employment, and/or other sources to provide a decent but basic standard of living. All members of the household have access to food, water, housing, education, healthcare, transportation, clothing and other essential needs including provisions for unexpected events.\(^3\)

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\(^3\) Anker, R and Anker, M. via Global Living Wage Coalition’s Living Income Community of Practice (2017).
Farming is the Foundation of our Business

Farming plays a critical role in our business, and we are committed to advancing agricultural practices that positively impact people and the planet.

The food industry contributes to some of our most pressing sustainability challenges like soil degradation, biodiversity loss, and climate change. In fact, the global food system accounts for an estimated one-third of global greenhouse gas emissions, up to 80% of which stems from agricultural production. As a food company, we recognize our opportunity and responsibility to address this challenge.

Our sustainable ingredient sourcing strategy seeks not only to reduce harm, but to create positive impact by regenerating natural resources and farming communities. We strive to gain visibility to the people and places growing our ingredients, while building relationships with suppliers and producers and quantifying our impact in agriculture. In cases where full visibility to the farm level is not possible, we leverage rigorous 3rd party standards like organic and fair trade to provide a baseline level of assurance that our core ingredient values are being met.

Our Sustainable Sourcing Strategy

<table>
<thead>
<tr>
<th>Grow Organic</th>
<th>Ensure Transparency</th>
<th>Seek Third Party Assurances</th>
<th>Measure Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build programs to help increase organic farmland</td>
<td>Gain visibility back to the farmers and regions that grow our top 14 ingredients</td>
<td>Identify 3rd party certifications (beyond organic) that enable transparency and accountability</td>
<td>Quantify supply chain impact; identify and evaluate outcomes at the farm level</td>
</tr>
</tbody>
</table>

Ingredient Sourcing Minimum Requirements

This year, we developed a unified sustainable sourcing strategy across our four brands.

After identifying 14 collective priority ingredients based on purchasing volume and risk, we completed an in-depth risk assessment for each ingredient and developed minimum sourcing requirements. The requirements we chose address farm-level risks and provide a baseline level of assurance that our ingredients align with our environmental and social values. We aim to go above and beyond these requirements, but these help serve as a baseline to safeguard the integrity of our brands. Although not all our products carry on-pack certification, we believe they provide valuable assurances for our internal decision-making.

In some cases, gaps exist between our current sourcing practices and the requirements. These gaps can be attributed to factors like a lack of supply availability for certified ingredients and the fact that this is the first year we are implementing new codified requirements across all four brands. We are actively working to close these gaps.

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEAT</td>
<td>&gt;99% USDA organic</td>
</tr>
<tr>
<td>OATS</td>
<td>99% USDA organic</td>
</tr>
<tr>
<td>CANOLA</td>
<td>100% non GMO</td>
</tr>
<tr>
<td>TOMATOES</td>
<td>&gt;99% USDA organic</td>
</tr>
<tr>
<td>CACAO</td>
<td>96% certified by Fairtrade International, Fair Trade USA, or Fair for Life</td>
</tr>
<tr>
<td>PALM</td>
<td>100% RSPO verified</td>
</tr>
<tr>
<td>SUGARCANE</td>
<td>&gt;99% USDA organic</td>
</tr>
<tr>
<td>TAPIOCA</td>
<td>100% USDA organic</td>
</tr>
</tbody>
</table>
Confining animals, rather than keeping them on pasture, has implications for the animals’ health and wellbeing and has environmental and social impacts.

**KPI:** Average percent of lifespan spent on pasture for animals in our supply chain

**Desired outcome:** Animals are healthy, able to express natural behaviors, and interact with the ecosystem in a way that is beneficial for the animals, soil fertility, and the ecosystem

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**DAIRY**

33% USDA organic

We are still determining our minimum requirement for dairy.

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**POULTRY**

93% certified by USDA organic, GAP step 3+, or Animal Welfare Approved

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**FISH**

100% MSC certified

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**EGGS**

100% cage free

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The impact of certain farming practices on invertebrates, bird habitat, watersheds, and migration corridors can be detrimental to wildlife. Agricultural inputs can run off into waterways, leading to oxygen-depleted marine zones that negatively impact marine life. Farmers, farmworkers and their families can have adverse health impacts from exposure to synthetic pesticides. Consumers can also be exposed to these pesticide residues on their food.

**KPI:** Pounds of synthetic pesticides replaced with certified organic methods

**Desired outcome:** Farms are healthy, thriving, diverse ecosystems that contribute positively to biodiversity

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Organic Matters

The Triple Bottom Line brands are leveraging decades of historical commitments and experience to continue to advance organic.

Early leaders of the organic movement emphasized that successful farming depends on the health of all natural resources on the farm and in its surroundings. The USDA Organic standard is a robust and comprehensive legal framework dedicated to minimizing synthetic pesticides through the use of cultural and preventative practices before the application of approved organic crop protection products. But the Organic standard goes beyond this: organic farmers emphasize healthy, living, nutritionally balanced soil as the foundation of crop, livestock, and human health, and of sustainable and successful farming.7 The Organic standard provides a framework for farmers to choose practices that are not harmful to human health or the environment and that are consistent with organic principles.

Today, less than 1% of the farmland in the U.S. is certified organic. General Mills’ acquisition of Cascadian Farm and Muir Glen in 2000, and Annie’s in 2014 represents the company’s commitment to organic and helping to expand organic acreage.

Organic means:

**Healthier Soil**
Organic farmers use biological fertilizer inputs and management practices such as cover cropping and crop rotation to improve soil quality and build organic matter.

**Water Quality**
Improved water quality benefits the environment and people from reduced nitrate contamination.

**More Biodiversity**
More biodiversity means that bees and other beneficial critters can do their essential jobs.

**Animal Welfare**
Stronger animal health and welfare result from requiring good nutrition and living conditions, year-round access to the outdoors, low-stress handling, and no antibiotics or added growth hormones.

**Healthier Farmers**
Farmers, farm workers and farm communities have reduced exposure to synthetic pesticides.

**Climate Change Mitigation**
Improved soil organic matter helps soil absorb and store more carbon and other nutrients.

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Advancing Regenerative Agriculture

Building on our longstanding commitment to organic agriculture, we’re helping advance regenerative farming practices that build soil health, foster biodiversity, and promote resilient farming communities.

Regenerative agriculture is a promising solution for addressing climate change. Regenerative practices work with nature to pull carbon from the air (CO₂) and store it in the soil, where it nourishes a network of life and helps reduce greenhouse gas emissions in the atmosphere. Regenerative agriculture can also help shift the paradigm on how we grow food, so that we have a more holistic lens that accounts for agriculture’s inherent connection to natural resources and living systems.

We define regenerative agriculture as farming that protects and intentionally enhances natural resources and farming communities.

5 Core Principles of Regenerative Agriculture

- Minimize soil disturbance
- Keep the soil covered
- Integrate livestock
- Maximize crop diversity
- Maintain living root year-round

3 Key Outcomes

- Improve soil health
- Foster biodiversity
- Promote economic resilience in farming communities
Advancing Regenerative Agriculture

We advance regenerative agriculture through three strategic levers.

**PRODUCTS**

Source from farmers using regenerative practices and develop products that create a marketplace for ingredients that promote regenerative systems.

**PARTNERSHIPS**

Improve agricultural systems through catalytic partnerships and research.

**EDUCATION**

Build awareness and support for regenerative agriculture by educating and inspiring others.
Measuring Farming Practices:
General Mills Regenerative Agriculture Self-Assessment

Version 2.0 of the General Mills Regenerative Agriculture Self-Assessment is a user-friendly open-source tool for farmers to understand alignment between their agricultural practices and the principles of regenerative agriculture.

This practices-based assessment includes farming techniques that align with five recognized principles of regenerative agriculture, which research suggests lead to positive outcomes in our key impact areas of soil health, biodiversity, and economic resilience in farming communities. It is also designed to help companies gain visibility to farm-level practices within their supply chains.

Following the launch of Version 1.0 in 2018, we spent 15 months piloting the inaugural version in our supply chain while collecting feedback from farmers, scientists, and other stakeholders. We hosted farmer roundtables across the U.S., engaging 140 farmers who helped hone the content of the self-assessment so it can be useful to farmers across diverse agricultural systems.

We are implementing the tool with key General Mills suppliers to empower farmers to explore how their practices align with regenerative agriculture principles. We are also using the tool to track progress toward our General Mills commitment to advance regenerative agriculture on one million acres by 2030 (see www.GeneralMills.com/RegenAg for more information about this commitment).

We have collected responses from 26 farms representing over 25,000 acres of farmland in the U.S. and Canada.

KPI: % of acres in the supply chain working to improve soil health
Desired outcome: Soil is regenerated and sequesters carbon; reduced greenhouse gas emissions related to soil degradation.

Farmer roundtable
Midwest Organic & Sustainable Education Service Conference, WI
Measuring Farm-level Outcomes

Our approach to regenerative agriculture seeks to connect best practices to measurable outcomes. We’re working collaboratively with farmers, scientists, and partner organizations to build measurement systems that track farm-level impact.

We are starting our measurements on 51 farms across three regions: the Red River Valley in Manitoba, Western Manitoba/North Dakota, and Eastern Saskatchewan. Of those 51 farms, 45 are receiving regenerative agriculture coaching that has been customized specifically for their fields. Six remaining farms, two per region, will serve as conventional control farms that will be used for comparison purposes so we can track the impact of implementing regenerative practices.

In this photo, a field technician from Ecdysis Foundation is using a sweep net to collect insect samples from a farm in Western Manitoba.
### Measurement Protocols

#### Soil Health

Soil is a complex ecosystem that forms the base of the food chain for humans and all land animals. Soil also plays an essential role in balancing earth’s ecosystems and our climate. Healthier soil can hold more water, increase resilience to floods and droughts, maintain nutrients, and purify water.

**MEASURED EVERY 3 YEARS**

- **Soil health**: Soil structure, microbial diversity and abundance, soil penetration resistance, nutrient availability, and active carbon
- **Soil functions**: water infiltration rate, water holding capacity, microbial respiration
- **Soil carbon sequestration**: meter-deep soil organic carbon stocks

#### Biodiversity

Diversity in crop varieties, grazing animals, wildlife, and pollinators helps to build farm ecosystems that are robust against disease, pests, and extreme weather events. Plant health, function, and biomass can improve and increase with diversity.

**MEASURED ANNUALLY**

- **Plant diversity**: plant species, canopy cover, erosion control effectiveness
- **Insects inventory**: soil, foliar, and airborne invertebrate bio-inventories assessed during cash crop flowering and cover crop growth
- **Breeding bird survey**: species, location, and behavior of common and rare birds

#### Farmer Economic Resilience

By fostering natural nutrient cycling, regenerative agriculture practices can build farm fertility and resilience over time. This supports healthy yields and reduces the resources needed to combat system stressors like pests, natural disasters, and diseases.

**MEASURED WEEKLY**

- **Field operations**: Cash and cover crop varieties, time of planting, seed treatments, seed and planting cost, livestock operations, and tillage practices
- **Inputs**: Name and amount of fertilizer, herbicide, fungicide, pesticide, and biological amendments used, method of application, and type of pest or disease being controlled
- **Economic data**: cost of inputs and operations, crop yield, and livestock revenue
Packaging

We’re committed to designing our packaging to have a positive impact on people and the planet.

Packaging plays a critical role in preserving the safety, nutrition, and quality of the food we make. It also presents sustainability challenges through the materials used in production and the waste generated when improper disposal occurs.

We aim to lower our packaging footprint by thoughtfully optimizing design, sourcing sustainable materials and ensuring proper recovery of our packaging. We hold ourselves accountable not only for how we make our products, but what happens to them after they’re enjoyed.

Our Sustainable Packaging Strategy

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OPTIMIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have embedded sustainability into the material selection process and continue to work towards a closed loop system for all packaging.</td>
<td>We choose materials that are recoverable (recyclable or compostable) when possible. We also use the How2Recycle label to help consumers dispose of packaging properly.</td>
<td>We design packaging that balances the needs of product preservation with efficient transportation and minimized waste.</td>
</tr>
</tbody>
</table>

Variation in recycling programs, unclear labeling, and inaccurate recyclability claims make proper recycling a challenge. The How2Recycle label was created by the Sustainable Packaging Coalition to provide consistent and transparent on-package recycling information to consumers in North America.

92% of our products display the How2Recycle label.
Manufacturing

We work with manufacturing partners who are aligned with our environmental and social responsibility values.

Improving our understanding of the impact that our manufacturers have on the environment, their employees, and the communities in which they are located is crucial to mitigating risk in our supply chain, identifying opportunities, and making improvements. Our goal is to motivate and empower our manufacturing partners to continuously improve their environmental and social impact.

Each year since 2010, Annie’s has asked our manufacturers to respond to a questionnaire to benchmark their performance on topics related to environmental and social responsibility. Over the past two years, we have adapted the questionnaire to collect accurate and actionable quantitative data in five key areas: energy, waste, water, employee wellbeing, and community engagement. This year, for the first time, we administered the questionnaire to the manufacturers for our entire operating unit.

KPI: Carbon Dioxide Equivalent (CO2e) emissions from transformation and manufacturing per pound of product

Desired outcome: Greenhouse gas emissions are net zero

268,200 meals
donated to Feeding America by our operating unit’s manufacturers in FY2019

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Meals Donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annie’s</td>
<td>103,242</td>
</tr>
<tr>
<td>Cascadian Farm</td>
<td>26,840</td>
</tr>
<tr>
<td>EPIC</td>
<td>106,794</td>
</tr>
<tr>
<td>Muir Glen</td>
<td>31,324</td>
</tr>
</tbody>
</table>

We work with our manufacturing partners to donate excess products to Feeding America, a national network of food banks.
External Engagement

We’re on a journey to elevate the importance and urgency of knowing where food comes from, how it’s grown and made, and why it matters. We aim to communicate with and learn from the industry and our consumers to amplify our impact.

We seek to advance a more regenerative food system by forming strategic partnerships, advocating on policy, and funding research. We also partner with the General Mills Foundation to advance sustainable agricultural systems.

We strive to connect eaters to the people and places that grow their food through thoughtful packaging design, in-store displays, and digital content. Examples of our consumer-facing work are in the brand sections in part two.

The Triple Bottom Line Operating Unit donated over $1.5 million to non-profit organizations in FY2019.

**KPI**

- **Partnerships & Policy**
  - **KPI**: Number of regenerative agriculture and triple bottom line champions engaged directly and through partnerships
  - **Desired outcome**: Create an enabling environment for triple bottom line businesses, with a focus on regenerative agriculture

- **External Communication**
  - **KPI**: Percent of our consumers who believe their food choices have an impact beyond their own personal health
  - **Desired outcome**: Consumers believe their food choices have an impact beyond their own personal health and act on that belief

**Partnership & Policy Goals**

- **Advance regenerative and organic agriculture**
- **Inspire and educate people and cultivate the next generation of food and farming leaders**
- **Support and empower farming communities**
Industry Collaboration

Collaborating with others helps amplify our voice to effect meaningful change.

**Sustainable Food Trade Association**
The Sustainable Food Trade Association is an association of organic food companies and a hub for businesses to learn, improve performance, communicate results, and share best practices. We leverage educational trainings and webinars on relevant sustainability topics and network with peers who share sustainability values.

**Climate Collaborative**
By working together with industry peers, we know we can go a lot farther in tackling the problems that climate change presents. The Climate Collaborative is a project of the Sustainable Food Trade Association and OSC and is a platform for companies to make public commitments to take bold action at scale to reverse climate change. Annie’s supported the launch of Climate Collaborative as a founding committed company in 2017. Since then, General Mills brands have made public commitments to tackle climate change in seven areas: agriculture, food waste, transportation, energy efficiency, short-lived climate pollutants, forests, and packaging. We support Climate Collaborative’s industry engagement strategy by serving on the Advisory Board and by sharing our tools and work with the industry.

**Sustainable Food Lab**
The Sustainable Food Lab is working to help organizations implement innovations in sustainability in the mainstream food system. They provide a space for pre-competitive collaboration between non-profits, businesses, and researchers. They also host conferences and learning journeys that bring together food system professionals to learn about food and farming connections.

**Organic Grain Council**
We are a founding member of the U.S. Organic Grain Collaboration, now part of the Organic Trade Association Grain, Pulse, and Oilseed Council. The Council prioritizes efforts to increase the domestic supply of organic grain by funding research, field days and other educational events. In FY2019, we supported the Organic Agronomy Training Service (OATS) that brings technical support to agricultural professionals working with organic and transitional farmers.
Policy

We support policies that advance the organic standard, protect natural resources, and benefit farmers.

Organic Trade Association
The Organic Trade Association (OTA) is committed to promoting and protecting the organic standard for farmers, the environment, the public and the economy. The OTA helped shape Farm Bill 2018, bringing key wins for organic industry players. Each year, members of our team travel to Washington, D.C. to meet with Congress to advocate for policies that promote and protect organic integrity and advance its continuous improvement. Annie’s leadership has served on OTA’s Board of Directors since 2008; Bob Kaake, the Triple Bottom Line Operating Unit’s R&D leader, is currently serving.

National Sustainable Agriculture Coalition
The National Sustainable Agriculture Coalition (NSAC) takes a systems approach to sustainable agriculture – working at the intersections between farmers, the land, and the food we eat. NSAC uses grassroots power to advance policies on a number of issues, including: soil, water, and biodiversity; rural economic and community development; and organic programs. We have supported NSAC’s work for the past several years and consider them an expert resource on federal policy programs.
Advancing Research and Farm-based Support

Collaborating with research institutions helps ensure that scientists have the resources and perspectives they need to pioneer long-term solutions that work for farmers and the food industry.

**Organic Farming Research Foundation**
Organic farmers face unique challenges, such as availability of organic seeds, livestock breeds adapted to organic systems, pest and weed management techniques, and training using approved organic methods. More research and training programs are needed to support farmers to meet growing consumer demand for organic. OFRF seeks to advance scientific research on organic systems by sponsoring research, disseminating research results to farmers interested in transitioning to organic, and educating the public and policy decision-makers about organic farming issues.

**South Dakota State University**
General Mills funds South Dakota State University’s Wheat & Oat Sustainability on the Northern Great Plains program, for research to increase productivity in organic and regenerative farming systems. The Northern Great Plains is a key oat and wheat origin for Annie’s, Cascadian Farm, and other General Mills brands like Cheerios. Through breeding and on-farm trials, the program will help farmers adopt regenerative practices like extended rotations of wheat and oats to improve environmental outcomes.

**The Organic Center**
Through our partnership with The Organic Center, we support research and programs that advance best practices within organic systems. We support The Organic Center’s efforts and specifically funded research to explore the link between management practices and soil health outcomes, which informed policy decisions like the 2018 Farm Bill.

**Xerces Society**
35% of food crops globally depend on pollinators for reproduction, and without pollinators, our food supply and our ecosystems are severely at risk. We partner with the Xerces Society to collaborate on research and training to scale up integrated pest management best practices in North America in corn, oats, soy, and wheat. We also work with Xerces to protect, restore, and establish pollinator habitats – especially on some of our suppliers’ farms.
Supporting Young Farmers and Sustainable Food Leaders

As a food company, we want farming and food to be an exciting career opportunity for the next generation.

Young Farmers Fellowship

Through funding from the General Mills Foundation, The Stone Barns Center is collaborating with the National Young Farmers Coalition and Arizona State University to design, develop, and launch a 6-month farmer fellowship program focused on regenerative agriculture. We are supporting the program’s development and first year pilot.

The average age of farmers in the U.S. is 57.5, and young farmers are facing unprecedented challenges to creating viable careers in agriculture. We recognize the need to help cultivate the next generation by providing resources, supporting farmer advocacy, and bringing young farmers together to ensure that they have a chance to succeed. The Young Farmers Fellowship will create a peer cohort that supports participants’ development as both practitioners and ambassadors of regenerative farming.

In the pilot year of the fellowship, the cohort will include six to ten “next generation” farmers. The program will target farmers who are producing row crops, grains, oilseed and/or integrated livestock in the country’s midsection who are working on a transition to regenerative practices.

As a key component of the program, the fellows will receive advocacy training from the National Young Farmers Coalition to prepare them to take a leadership role in engaging with state and federal farm policy. The National Young Farmers Coalition is a leader in engaging young farmers around public policy to support the future of agriculture.

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University of California, Berkeley Haas Sustainable Food Initiative

The Haas Sustainable Food Initiative (SFI) launched in 2018 as part of the Center for Responsible Business at UC Berkeley. SFI serves as a hub for sustainable food entrepreneurship, innovation and responsible leadership at Haas and seeks to connect the business school with other sustainable food efforts across the campus. This bold new collection of coursework, research, events and career placements is equipping a new generation of business leaders to tackle the global food challenge. Our Operating Unit is a founding partner for the new initiative.
Employee Engagement

We lead by example by operating sustainable workplaces, engaging employees in sustainability, and living our mission every day.

Our sustainability incentive program encourages employees to be environmental ambassadors and invest in sustainable lifestyles. Our incentives help employees choose alternative transportation for their commutes, switch to the most fuel-efficient/low emission vehicles, and make energy-saving home improvements.

To amplify our impact, we coordinate volunteer events that align with our mission and brand. We choose a variety of activities to foster full employee engagement, and we also support employees to volunteer for organizations of their choice during work hours.

![Volunteer Participation Rate](chart)

68% of the Triple Bottom Line Operating Unit employees volunteered in FY2019, down from 92% in FY2018.

**KPI**: Percent of key roles in each function working on priorities related to the KPI’s

**Desired outcome**: Full organizational commitment to the triple bottom line at all levels.
Our Berkeley Office

We strive to minimize the environmental impact of our office.

Even though the environmental footprint of our office is much smaller than that of our supply chain, we emphasize a culture of sustainability to positively frame the decisions our employees make each day. We have maintained our LEED Gold certification since our office renovation in 2012, and we continue to be a registered Alameda County Green Business.

This year, we installed two electric vehicle charging stations in our parking lot, complimenting our employee incentive program that provides partial reimbursement for electric vehicles.

Office Energy Use (MWh)

Since investing in water efficiency retrofits in FY2015, water consumption has remained at a lower baseline. Our office water consumption decreased 4% over last year, likely due to fluctuations in the number of onsite employees.
Annie Withey believed it was possible to build a socially conscious and successful business. This was her mission in 1989, when she wrote her name, address, and phone number on the very first boxes of Annie’s Mac and Cheese. Her legacy lives on as Annie’s strives to change the future for our kids, starting with food.

Our mission is to cultivate a healthier, happier world by spreading goodness through nourishing foods, honest words and conduct that is considerate and forever kind to the planet.
Our Longstanding Commitment to Organic

Our commitment to supporting organic farmers dates back to the 1990's, when the USDA organic standard was developed and Annie’s launched our first ever certified organic mac and cheese.

Our commitment to organic comes to life through the relationships we build with our ingredient suppliers and their grower networks. These growers recognize that organic is about more than minimizing synthetic pesticides; they take steps to implement practices that build upon the organic standard to yield positive outcomes in soil health, biodiversity, and farmer economic resilience.

Supplier Spotlight: Organic Valley

We’ve been working with Organic Valley since 2008 to source dairy from the 2,000-farmer cooperative. Organic Valley’s model ensures that dairies receive a stable pay price, buffering risk from fluctuating milk prices in the market.

In partnership with Organic Valley, The Carbon Cycle Institute, and the California Resource Conservation Districts, we helped three farms in California develop carbon farm plans. These plans help farmers identify and implement climate-beneficial farming practices like cover cropping, application of compost, and rotational grazing. The carbon farm plans suggest that by implementing recommended climate-beneficial practices, farmers would be able to offset a significant proportion of their emissions.

McClelland Dairy’s Carbon Farm Plan suggests that implementing all recommended practices would offset about 41% of the annual methane emissions from their total herd, on a mere 10% of their total land. We are encouraged by the potential to offset greenhouse emissions and sequester carbon through the implementation of regenerative agriculture practices on dairy operations. Organic Valley hopes to soon bring carbon farm planning to other Organic Valley farmers across the country.
Our Commitment to Organic

We invest in organic ingredients because we believe that organic farming systems benefit consumers, farmers, and ecosystems.

The launch of our first certified organic mac and cheese in 1998 marked our early commitment to organic agriculture. Since then, we have launched hundreds of organic products. In FY2019, Annie’s purchased 83 million pounds of organic ingredients, double the amount purchased in FY2014, before we joined General Mills.

92.5% of our sales in FY2019 were certified organic or made with organic, demonstrating our continued commitment to supporting organic farmland. Since our acquisition by General Mills in FY2015, the percent of our product sales that are certified organic has risen from 39% to 69%, highlighting our ongoing efforts to get certified organic products into the hands of more consumers.

Note: After Annie’s joined General Mills in 2014, fiscal years 2015 and 2016 were adjusted to 13 months each in order to close a two month gap. Equivalent fiscal years were calculated by taking the total amount for the 13 month period and multiplying by 12/13.
Our Key Ingredients

We focus our ingredient sourcing strategy on our top 10 priority ingredients, selected based on risk and volume.

% compliant with Triple Bottom Line Operating Unit minimum requirements

- **WHEAT**: >99% USDA Organic
- **OATS**: 99% USDA Organic
- **CACAO**: >99% fair trade
- **EGGS**: 100% cage free
- **SUGARCANE**: 99% USDA Organic
- **TAPIOCA**: 100% USDA Organic
- **CANOLA**: 100% non GMO
- **PALM**: 100% RSPO Verified
- **DAIRY**: 33% USDA Organic
  - We are still determining our minimum requirement for dairy.
- **PORK**: 0% USDA Organic, GAP Step 3+
  - or animal welfare approved
Products Direct from the Farm

We’re partnering with four innovative Montana farmers to create two of our top mac and cheese items. These products include identity-preserved, organic pasta ingredients grown with regenerative practices like cover cropping, diverse crop rotations, and integrated livestock management.

We’re proud to develop multi-year contracts and source ingredients directly from four farmers, building important relationships with growers, giving us visibility into the practices used to grow the ingredients, and helping enhance market certainty for the growers.

Through these partnerships, we added spelt to an Annie’s product for the very first time! Spelt is a nutrient dense type of ancient wheat, which is well adapted to the changing climate where these farmers live in northern Montana. A crop rotation of golden peas also helps improve soil health by adding nitrogen to the soil and adds protein to our noodles!

Beyond advancing regenerative farming principles in our own supply chain, these products help connect consumers to the people and places growing their food.
Organic Conversion at Scale

In 2018, Annie’s and General Mills partnered with Midwestern BioAg (MBA) to support the conversion of 34,000 acres of conventional farmland in South Dakota to regenerative, organic management.

Farmers managing the land are planting diverse crop rotations like alfalfa and red clover to protect and enrich the soil, and they are applying other regenerative practices to build healthy soil. When the transition is complete in 2020, the farm will supply organic wheat for Annie’s Mac & Cheese.

This type of long-term, direct contract is unprecedented for the company and the food industry. The security that our agreement provides is enabling a transition of such consequential scale.

This image shows cover crops emerging in October at Gunsmoke Farm.
Packaging

Annie’s is the first major brand in the U.S. to commercialize recycled content in a cereal liner.

In FY2019, Annie’s partnered with Charter NEX and Envision Plastics to debut a new cereal liner that uses at least 35% postconsumer recycled HDPE. The package was the winner of this year’s Sustainable Packaging Coalition Innovator Award for the innovative materials and creative educational graphics on the back of the packaging that help children learn how to recycle.

The recycled plastic in the liner comes from milk jugs and similar containers recycled through curbside recycling programs. Using this recycled content in the liner reduces energy use by 25% and carbon emissions by 33%. All Annie’s cereal boxes are already made from 100% recycled paper.

By including recycled content, we increase demand for recycled plastics, driving municipalities to collect the materials. In addition, the liner is recyclable through the store drop-off program.

The Annie’s Friends cereal box also includes special consumer-facing messaging around the use of recycled content and a game that can teach children how to recycle.

35% postconsumer recycled HDPE used
25% Reduced energy required to make the packaging
33% reduced packaging-related carbon emissions
Inspiring the Next Generation

We believe that showing children how food is grown can change their lives.

Food Corps
Annie’s partners with FoodCorps, a national nonprofit that connects kids to healthy food in schools, while training the next generation of leaders in education, school food, agriculture, and public health. Annie’s and FoodCorps are working together to create a future in which all kids know what healthy food is, care about where it comes from and eat it every day. This year, Annie’s employees got their hands dirty with a FoodCorps service member and students in a school garden when we painted raised garden beds.

Grants for Gardens
Annie’s Grants for Gardens program began in 2007 and supports schools to create and upgrade gardens that help students start thinking more holistically about their food, their communities, and the planet. In the past 12 years, we’ve funded over 500 school gardens.

Sustainable Agriculture Scholarships
Since 2000, Annie’s has supported young adults studying sustainable agriculture by providing college scholarships. We are thrilled to support students who share our mission to leave the planet better than we found it by advancing the principles of regenerative agriculture.
The story of Cascadian Farm begins with our founder, Gene Kahn. Disheartened by the civil unrest of the 1960s and inspired by nature, Gene wanted to farm in a way that would preserve the earth and her inhabitants. In 1972, he set out to farm by trial and error on a little stretch of land in the Cascade Mountains of Washington. He believed that organic agriculture could make a positive impact on the health of the planet. Today Cascadian Farm has grown beyond our original home farm and is a pioneering supporter of farmers who use practices that regenerate the land and their communities.

We believe that how we choose to grow our food is one of the biggest ways we can positively impact the health and wellbeing of individuals, communities, and the planet. Our mission is to leave the farmlands we use better than we found them, because we believe that it’s not just about doing less harm, but more good in the food we make, the earth we touch, and the legacy we leave.

**GENE KAHN**
Our Longstanding Commitment to Organic

Cascadian Farm was one of the first organic brands in the U.S. Today, the brand’s all-organic product portfolio crosses multiple categories, including cereal and frozen fruit.

Cascadian Farm’s first USDA certified organic product launched in 1990 – right after the Organic Foods Production Act was passed in the 1990 Farm Bill (prior to that, Cascadian Farm products were certified organic by Washington State). Our pioneering founder Gene Kahn went on to shape federal organic policy by serving on the USDA National Organic Standards Board, where he was a champion for policies that helped organic agriculture grow. Staying true to our roots, we remain committed to working with suppliers who support our goal to expand organic acreage.

Supplier Spotlight: Grain Millers

We’re promoting regenerative agriculture practices on organic farms in the US and Canada by working with Grain Millers, one of our key oat suppliers and the largest organic oat supplier in the U.S.

Through one-on-one coaching with soil health consultants at UnderstandingAg, 11 participating growers are attending soil health workshops, receiving soil and biodiversity analyses, and developing 4-year regenerative management plans to guide production decisions. The 4-year timeframe for the regenerative management plans helps provide the long-term support needed to advance regenerative farming practices over a sustained period.

11 organic farmers operating a cumulative 70,000 acres of land

16K Acres with field-specific regenerative management plans
Our Key Ingredients

We focus our ingredient sourcing strategy on our top 6 priority ingredients, selected based on risk and volume. All of our Cascadian Farm priority ingredients meet our Triple Bottom Line Operating Unit minimum requirements.

% compliant with Triple Bottom Line Operating Unit minimum requirements

- **WHEAT**: 100% USDA organic
- **OATS**: 100% USDA organic
- **CANOLA**: 100% USDA organic (and therefore 100% non GMO)
- **CACAO**: 100% certified by Fairtrade International, Fair Trade USDA or Fair for Life
- **SUGAR CANE**: 100% USDA organic
- **TAPIoca**: 100% USDA organic
Commercializing Kernza

Cascadian Farm is committed to helping create a larger-scale market for Kernza®, a perennial wheat grass, by 2040.

While the modern food system is focused narrowly around the principles of efficiency, productivity, and mechanization, Kernza represents an opportunity to expand our agricultural metrics of success beyond yield to also consider a holistic set of qualities including soil health and prevention of nutrient runoff.

Cascadian Farm is working with The Land Institute to commercialize Kernza, a perennial relative of annual wheat, whose deep roots show promise to increase soil health, carbon sequestration, water retention, and enhance surrounding wildlife habitat. Farmers who produce Kernza don’t need to till and replant the crop every year, minimizing disruption to the soil. We’re also working to improve yields and understand the impact of Kernza on soil carbon sequestration.

Limited-Edition Honey Toasted Kernza® Cereal
In April 2019, we launched a limited edition cereal featuring Kernza. All proceeds benefited The Land Institute to advance further research on the burgeoning crop.

Cascadian Farm has always known agriculture could contribute to a healthier planet and has been deeply committed to creating a positive relationship between food and the land where it is grown. Nearly 50 years after our founding, we’re continuing to help shape the future of farming through the food we make.

We also launched www.DeeplyRootedForGood.com to educate the public about Kernza.
Partnering with Xerces

Cascadian Farm partners with Xerces to plant pollinator habitat on our supplier farms in California, Oregon, and Washington.

Xerces has supported the farmers in planting 5.2 miles of hedgerow and 3.6 acres of wildflower meadow that support 56,000 acres of farmland. Farmers also planted 25 acres of flowering cover crops that support pollinator health.

By establishing pollinator habitat around high-value ingredients, farmers are able to use insects as partners to create a healthy farm ecosystem. Beneficial insects can also help control pests, reducing reliance on synthetic pesticides.8

5.2 miles of hedgerow and 3.6 acres of wildflower habitat have been planted on Cascadian Farm supplier farms.

The Cascadian Home Farm

Gene Kahn’s original Cascadian Farm is still operating and serves as a powerful reminder of our rich heritage as an early organic pioneer in the Pacific Northwest.

Cascadian Farm was established in 1972 along the blue waters of the “magic” Skagit River in the Northern Cascades of Washington. The farm averages 60,000 visitors per year from all over the world.

The farm is a source of inspiration for our work in organic and regenerative agriculture. It serves as a learning laboratory for us to explore innovative farming techniques like integration of pollinator habitat, diverse crop rotations, compost application, and perennial planting. In fact, our Home Farm team is experimenting with a 1-acre Kernza plot – monitoring how this new perennial grain performs in the unique climate of the Pacific Northwest.
After struggling with diet-related health challenges, former vegans Katie Forrest and Taylor Collins found the nutrients their active bodies needed by reintroducing animal protein. They set out to nourish others with an innovative type of snack bar that was rich in animal-based protein and better for the land.

We believe that consciously-sourced animal products drive positive impact on human health and performance, animal welfare, and the land. Our purpose is to fuel the lives of performers to allow them to always keep moving forward.
Our Key Ingredients

**We believe that all ruminants should consume diets they were biologically intended to eat and roam freely outdoors.**

As a result, much of our beef, venison, wild boar, lamb, and bison are raised on open pasture just as nature intended. We continuously strive to convert ranchers to this pasture-based livestock model, and through our products, create financial incentives to help change agriculture. Through our sourcing, we support organizations devoted to improving animal welfare standards. Our key allies are The Savory Institute, The Global Animal Partnership, and The Marine Stewardship Council. Our menu of meat sourcing options provides a baseline for our brand, even as we continue building the market for regenerative animal protein.

% compliant with Triple Bottom Line Operating Unit minimum requirements

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<th>Pork</th>
<th>Fish</th>
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<td>2% Fairtrade International, Fair Trade USDA or Fair for Life</td>
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</tbody>
</table>
Partnering with the Savory Institute

The Savory Institute provides research and training for ranchers to regenerate grasslands in a localized context through holistic land management.

EPIC began partnering with the Savory Institute in 2014. Savory’s mission is incorporated into one of EPIC’s legacy goals: Support the Savory Institute in its efforts to positively impact one billion hectares of land by 2025.

EPIC and four other Frontier Founder brands collaborated with the Savory Institute to launch Land to Market (L2M) in 2018, in order to better communicate commitment to regenerative animal agriculture and to more easily connect with ranchers practicing holistic grazing management. As part of L2M, Savory developed the Ecological Outcomes Verified (EOV) label for food produced by farms that are demonstrating positive progress in regenerating their land.

EPIC’s EOV Beef Bites launched in October 2018 were the first product on the market with the EOV seal. EPIC was awarded the Savory Institute’s Frontier Founder Award in 2018 for their commitment to regenerative agriculture and for bringing EOV to market.

Savory Institute

LAND to MARKET™

The world’s first verified regenerative supply chain.
Life Cycle Assessment at White Oak Pastures

A life cycle assessment conducted on White Oak Pastures – an EPIC supplier – shows that the farm’s beef production is net carbon negative!

General Mills worked with Quantis to analyze soil health sampling results and assessed the overall greenhouse gas footprint of EPIC supplier White Oak Pastures’ multi-species regenerative ranch in Bluffton, Georgia. The results show that White Oak Pastures is offsetting as much as 85% of the farm’s total carbon emissions and 100% of the farm’s allocated beef carbon emissions.

White Oak Pastures’ soil organic matter increased from 1% to 5% over 20 years, as tested by Cornell University’s soil lab, rejuvenating the red Georgia clay into rich topsoil. While it is unknown how long the rate of carbon sequestration will occur, the 20-year carbon sequestration rates modelled at White Oak Pastures are 5 to 6-fold higher than what is considered normal for grazing systems in the area.8

This suggests that sites that can increase soil carbon sequestration rates have the potential to greatly reduce net carbon emissions in the beef supply chain.

EPIC founders Katie Forrest and Taylor Collins have doubled down on their commitment to regenerative agriculture and are managing a multispecies regenerative operation called ROAM Ranch.

ROAM Ranch seeks to be a learning lab where regeneration can be observed over time. By introducing livestock and fostering crucial wildlife relationships, it is Katie and Taylor’s goal to take the property from its previous degraded state and restore its soil, produce nourishing food, and provide optimal living environments for animals.

ROAM sits on 800 acres on the outskirts of Fredericksburg, Texas. In addition to serving as a functional ranch and recreational land, the farm also acts as an educational facility. Soil samples and other data are collected to assess changes in soil carbon levels, organic matter, biodiversity, water retention, and crop yields.
Muir Glen was founded in the Sacramento Valley in 1991 by a group of tomato-loving entrepreneurs on the forefront of the organic movement. Craig Weakley and his co-founders found a way to grow and process organic tomatoes on a larger scale, resulting in flavorful canned tomatoes.

Muir Glen was named for John Muir – naturalist, author, environmental philosopher, and “father of the national parks”. He wrote extensively about his adventures, many of which were in the Sierra Nevada, and co-founded the Sierra Club.

We believe that the food you cook is only as good as the ingredients you use. Our purpose is to give cooks the very best tomatoes so they can make the very best creations.
Our Longstanding Commitment to Organic

Muir Glen’s products are always certified organic because we believe that organic farming benefits consumers, farmers, and ecosystems.

Muir Glen has a long history of supporting organic agriculture, and this commitment remains steadfast. In FY2019, our tomatoes came from 6 farms in the Sacramento Valley of California, just a few hours from our Berkeley office.

117 million lbs
of organic tomatoes purchased in FY2019

350,000 lbs
of synthetic pesticides replaced with USDA certified organic methods through our purchase of organic tomatoes
Scott Park is a passionate farmer dedicated to the holistic health of his land and the quality of the food he produces.

In August 2018, our employees visited Scott’s farm, learning about his thoughtful approach to working with nature to grow delicious tomatoes for Muir Glen products.

Scott has incorporated many regenerative practices into his farming such as cover crops, hedgerows, riparian buffers, and pollinator habitat. He has also partnered with UC Davis to conduct soil health studies on his land.

Along with improved soil health, Scott has seen significant improvement in the soil’s ability to hold on to water, which has reduced his need for irrigation.

As we learn more about the farmers and communities that make our products possible, we’re working to find ways to support them all on a deeper level. We seek to understand their challenges and opportunities by cultivating real relationships with these champions who are committed to regenerating natural resources to ensure long-term prosperity.
Partnerships

We partner with Xerces and the California Water Action Collaborative to advance sustainable agriculture within and beyond our supply chain.

The unsung heroes of agriculture, the tiny but mighty bees work hard for our food. Because we want them to keep on buzzing for generations to come, we’ve partnered with the Xerces Society to plant pollinator habitats on the California farms that grow our tomatoes. The Xerces Society is working within and beyond our supply chain to build habitat corridors for pollinators in California.

2.5 miles of hedgerow and 6.5 acres of wildflower habitat have been planted on 3,000 acres of Muir Glen supplier farmland.

Water scarcity is a significant challenge for the farmers who grow our ingredients and the communities in which our tomatoes are canned. Muir Glen and General Mills are committed to improving water stewardship through our own supply chain and partnerships. General Mills is an active member of The California Water Action Collaborative, a platform for diverse stakeholders to pursue collective action projects that will improve water security in California for people, business, agriculture, and nature.
Cultivate a healthier, happier world by spreading goodness through nourishing foods, honest words, and conduct that is considerate and forever kind to the planet.

Leave the farmlands we use better than we found them, because we believe that it’s not just about doing less harm, but more good in the food we make, the earth we touch, and the legacy we leave.

Making animal-based foods that improve the welfare of those animals, promote the health of humans, and regenerate the land on which we all depend.

Bring people closer to ingredients as nature intended.

Our mission driven brands
What can you do?

Be mindful of what you eat, where it comes from, and what you waste.

Seek transparency: ask questions; be curious.

Visit farms and learn from farmers.

Make values-aligned purchases: know what your investments support.

Vote: know your Congressional representatives and engage in policy.

Whether you’re making decisions as a business or an individual, know that your food choices matter.