



Regenerative Agriculture

& General Mills' commitment
to advancing it by 2030

What you'll learn

This interactive PDF is designed to highlight:

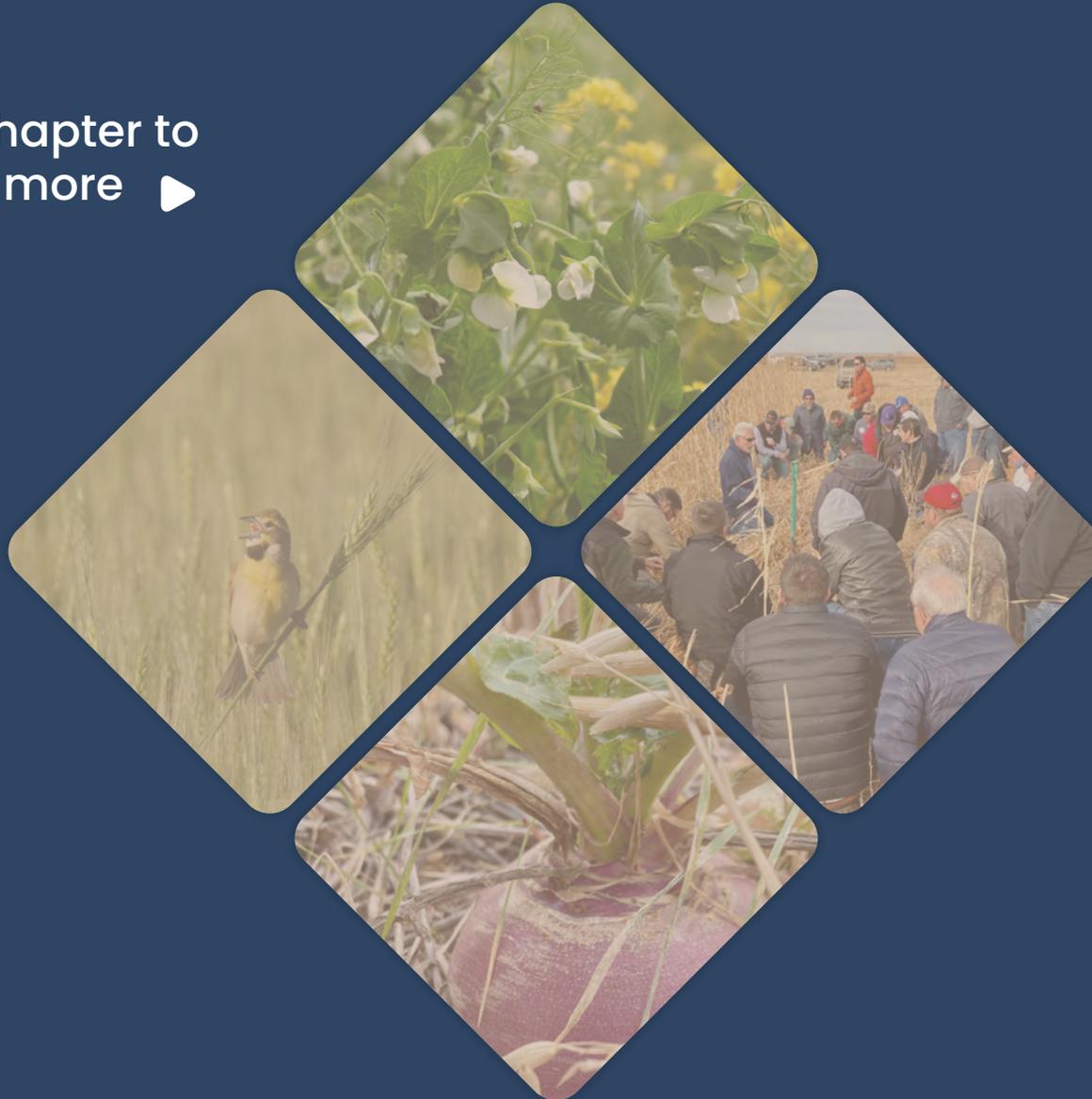
- ▶ The critical challenges facing farmers and food production.
- ▶ What regenerative agriculture is and how it can address those challenges.
- ▶ How General Mills is advancing regenerative agriculture and measuring environmental and economic impacts where it sources key ingredients.



Regenerative Agriculture

& General Mills commitment to advancing it

Click a chapter to
learn more ▶





The Critical Challenges



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.

Considering the full value chain from farm to fork to landfill, agriculture makes up more than half of General Mills' greenhouse gas emissions, making it our biggest lever to reduce our footprint and reach our climate commitment.

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

Agriculture's contribution and susceptibility to **climate** change is increasing.

Farmers are under mounting **economic** pressure.

Agriculture practices are threatening **water** quality and quantity.

Biodiversity loss negatively affects farm productivity & resilience.



David Litschewger,
Nat. Geo. Image Collection



1 sq ft of
farmland



1 sq ft of
undisturbed
grassland



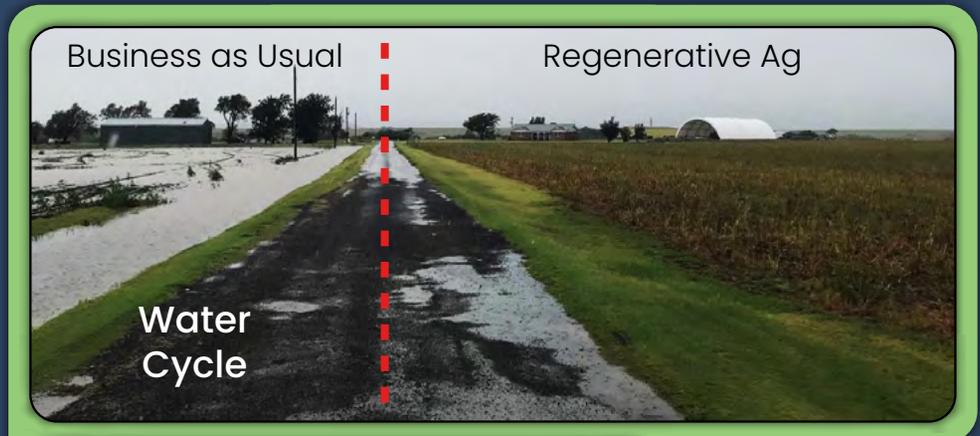
Regenerative Ag Defined

What is it?

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.

▼ *Click to hear from active farmers* ▼

6 Principles of Regenerative Agriculture



How does it work?

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



How GMI is advancing it

▼ *Click each location to learn more* ▼

Goal

Drive farmer adoption of Regenerative Agriculture in our key sourcing regions, and measure environmental and economic outcomes.



-  Northern Plains Oats & Wheat
-  Great Lakes Raw Fluid Milk
-  Southern Plains Wheat

▼ *Rollover each image to learn more* ▼

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

Education

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

Coaching

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.

Community

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

Measurement

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.

Market

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.

Brand Engagements



Measuring the impacts

▼ *Rollover each image to learn more* ▼

How and why

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

Collecting soil samples to monitor changes in soil health and carbon sequestration, which fights climate change.

Soil Health

Collecting insect samples, measuring insect services like pollination, and measuring bird diversity as an indicator of ecosystem health.

Biodiversity

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.

Water

Monitoring farm costs and returns to understand economic impact of regenerative management.

Farmer Economic Resilience

New Technologies

We're using satellite imagery to track changes in agricultural practices like cover crops and no-till on the landscape over time.

Satellites

We're developing approaches for using sensors like microphones and cameras to detect insects and birds using artificial intelligence.

In-field Sensors

Click to take the survey



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.