



# Pollinators

Thirty-five percent of crop production worldwide relies on pollinators such as bees, birds and butterflies. Diverse native populations of bees and other insects are a sign of healthy and productive ecosystems.

Many of our products contain honey, fruits, nuts, vegetables and other ingredients that require pollination, so healthy and abundant bee populations are a priority for General Mills. We work with our suppliers and leading conservationists to conserve and expand bee habitats, and we fund research to better support the recovery of honey bees.

Since 2011, General Mills and our brands have invested more than US\$6 million to support pollinator habitat and research efforts. See chart at right for details.

**Public-private partnerships:** In fiscal 2017, we launched a five-year project with the USDA and the Xerces Society to protect and establish healthy pollinator habitats. General Mills is donating US\$400,000 each year, matched by the Natural Resources Conservation Service (NRCS) division of the USDA for a total of US\$4 million across the five years. These funds support eight full-time NRCS field biologists who assist growers in implementing pollinator habitats. This commitment will help to plant more than 100,000 acres of pollinator habitat through 2021.

General Mills investment in pollinators				
	FUNDING	TIMEFRAME	COMMITMENT	PROGRESS (THROUGH OCTOBER 2018)
<b>PUBLIC-PRIVATE PARTNERSHIPS</b>				
	\$1,250,000	FY17 - FY21	Expansion of the Xerces Society's Pollinator Conservation Program by adding eight full-time field biologists in key regions of the U.S.	Biologists provided conservation planning and technical support to 350 farms
	\$750,000		100,000 acres of pollinator habitat planted by 2021	55,000 acres of habitat planted
	\$2,000,000			
<b>BRAND COMMITMENTS</b>				
	\$400,000	FY14	5 miles of hedgerow and wildflower strips on supplier's 2,500-acre almond ranch	Completed
	\$15,000	FY17	20 acres of habitat on 500 acres of land owned by two organic dairy suppliers	Completed
	\$1,650,000	FY17 - FY21	3,300 acres of pollinator habitat planted by 2020	1,300 acres of habitat planted
	\$1,185,000	FY17 - FY21	Pollinator habitat support on supplier farmland	41 acres of habitat planted
<b>OTHER GENERAL MILLS CHARITABLE CONTRIBUTIONS</b>				
	\$370,000	FY15 - FY18	Applied research on bee health in Europe; beekeeper training; pollinator habitat expansion, including Yoplait sourcing regions	500 acres of habitat planted
	\$550,000	FY12 - FY18	Honey bee cell culture research; knowledge sharing and collaboration among pollinator researchers worldwide	Advanced research on honey bee viruses and nutritional supplements for bee health; promoted best beekeeping practices

**“General Mills is the global pioneer in pollinator conservation, both in terms of the investments they’ve made and in terms of creating a model that works.”** – Eric Lee-Mäder, Pollinator Program Co-Director, the Xerces Society for Invertebrate Conservation