

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 health and recovery of honey bees.

Since 2014, General Mills, our Foundation and our brands have invested more than US\$6 million to support pollinator habitat and research efforts. This includes our public-private partnership with the Xerces Society and the USDA, brand investments on supplier farmland, and other charitable contributions to advance pollinator research and health. See chart for details.

*"Insects and Pollinators," NRCS, USDA, <https://www.nrcs.usda.gov/wps/portal/nrcs/main/national/plantsanimals/pollinate>.



△ Cheerios and Nature Valley celebrated Earth Day 2019 by partnering to support initiatives that help bees and trees.

General Mills investment in pollinators					
	FUNDING	TIMEFRAME	COMMITMENT	PROGRESS (THROUGH OCTOBER 2019)	
PUBLIC-PRIVATE PARTNERSHIPS					
	\$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.	Provided technical support or conservation planning assistance to more than 560 farms	
	\$750,000		Protect and establish 100,000 acres of pollinator habitat by 2021	Restoration of habitat or protection of pollinators on over 207,000 acres	
	\$2,000,000			We have met our goal and plan to keep driving improvement through policy and farmer support.	
BRAND COMMITMENTS					
	\$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	1,800 acres of habitat planted	
	\$1,185,000	FY17 - FY25	Pollinator habitat support on supplier farmland	50+ acres of pollinator habitat planted, including:	
				<ul style="list-style-type: none"> 8,000 flowering shrub transplants 52 million flowering annual and perennial wildflower seeds 9+ miles of hedgerow habitat 	
OTHER GENERAL MILLS CHARITABLE CONTRIBUTIONS					
	\$515,000	FY15 - FY19	Applied research on bee health in Europe; beekeeper training; pollinator habitat expansion, including Yoplait sourcing regions	500 acres of habitat planted	
	\$700,000	FY14 - FY19	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	

"The General Mills and Xerces work is bringing pollinator and wildlife habitat back to some lands where it has not existed for more than half a century. There's still enormous work to be done, but no other partnership is tackling pollinator and biodiversity conservation on farms at this scale."

- Eric Lee-Mäder, Pollinator Program Co-Director, the Xerces Society for Invertebrate Conservation