

2008 Food Industry Sustainability Summit

“In Search of Sustainability”

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Global Sustainability Officer
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FOOD MARKETING INSTITUTE



















"Taste You Can Believe In"



GETTING
PAST
TIMOTHY
McVEIGH
By Jeff Goodell

The New York Times Magazine

MAY 13, 2001 / SECTION 4

May 13, 2001/Section 6



The Organic-Industrial Complex

All about the folks who brought you the organic TV dinner.

By Michael Pollan

Introducing Amanda Hesser's Cooking Serial • Seen Any Good Movie Musicals Lately?

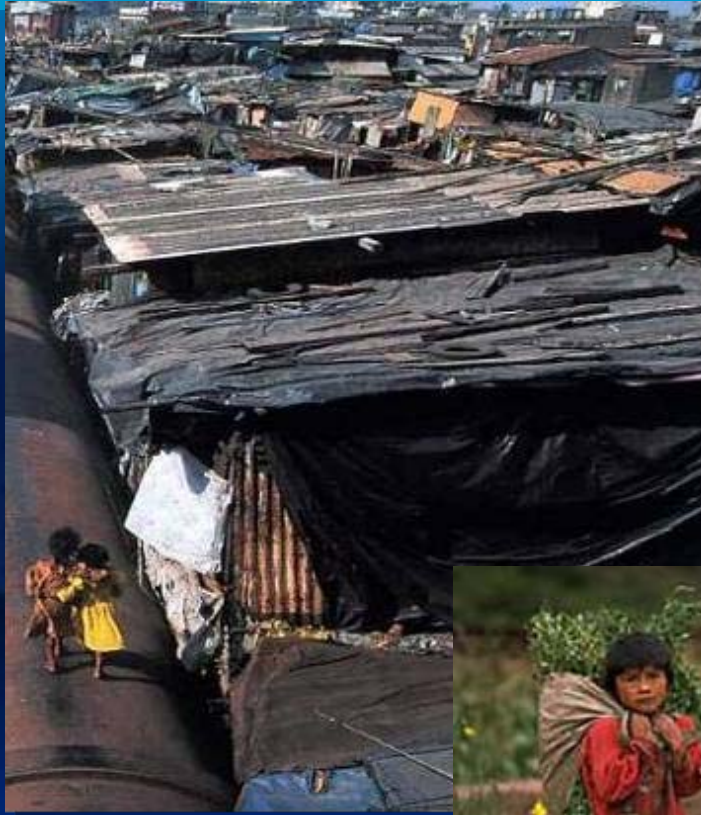
“The Organic Industrial Complex”

How organic became a marketing niche And a multibillion-dollar industry.

Naturally

By Michael Pollan

Sustainable For Whom?

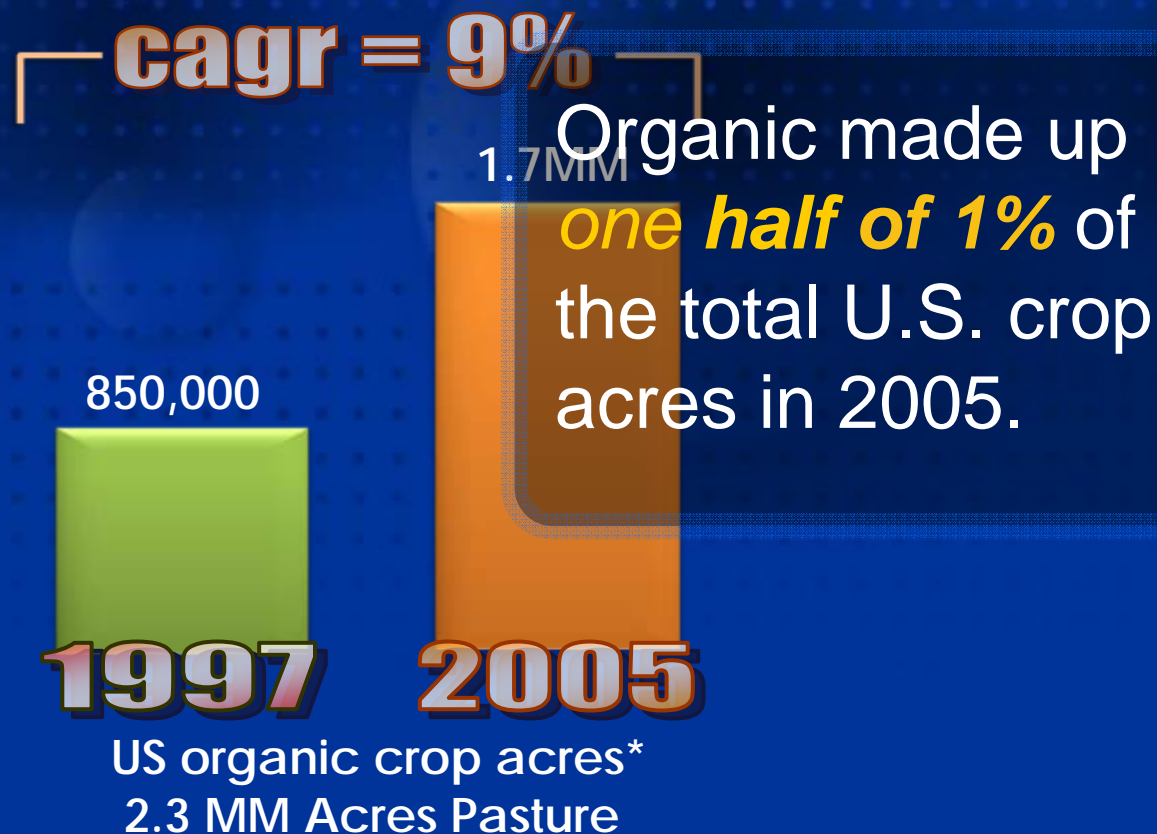


20% of the world's population accounts for:

- 85% of the world's expenditures on consumption
- 65% of all electricity
- 84% of all paper use
- 85% of all metals and chemicals
- 70% of CO2 emissions



Organic is Part of the Answer

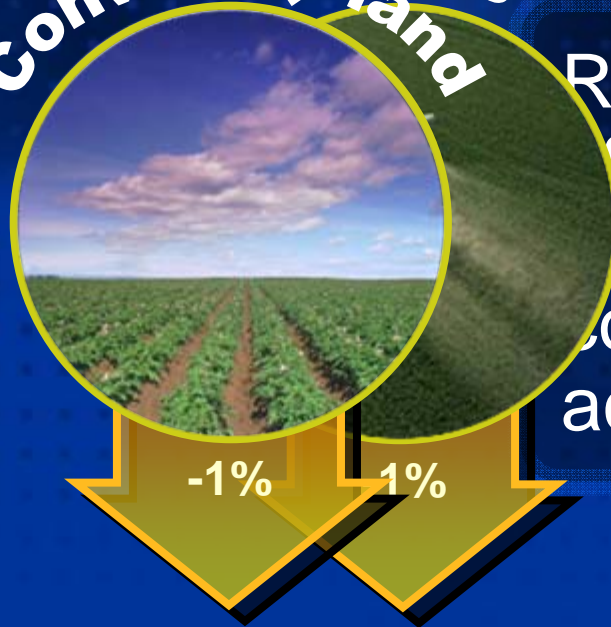


* Economic Research Service, USDA



Organic is Part of the Answer

Convert ~~inputs~~ land



Reducing inputs by 1% would require converting 1% of conventional crop acres to organic

+ 3.4 million organic acres

At current growth rates, a 1% reduction through organic conversion would take until 2018



Selected Environmental Indicators

Environmental

Energy

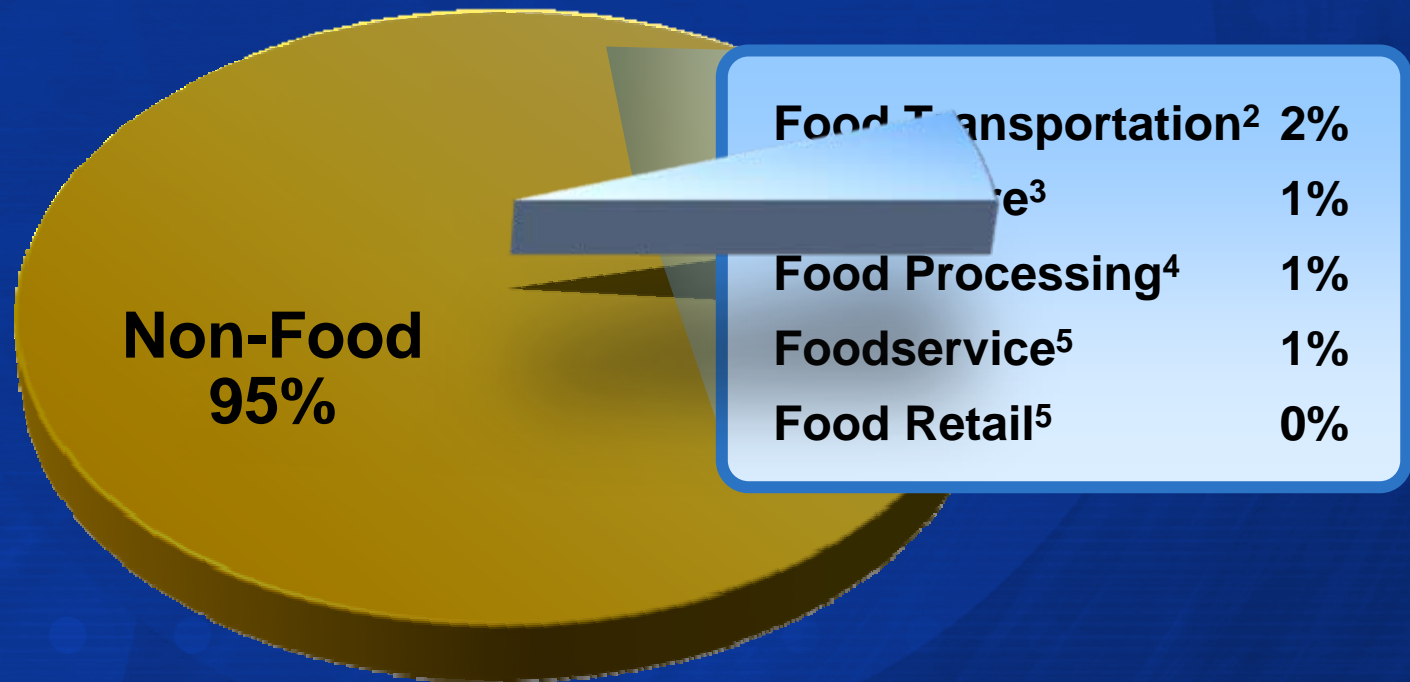
Greenhouse Gas

Water



Energy Use

Energy Use for All U.S. Sectors¹ = 100,300 Trillion BTU
U.S. Food Industry = 5%



¹ USDA - ERS

² Resources For the Future (RFF) and US Dept of Transportation Bureau of Transportation Statistics Commodity Flow Survey

³ American Council for an Energy-Efficient Economy

⁴ US EPA - Office of Policy, Economics, and Innovation - Sector Strategies Division

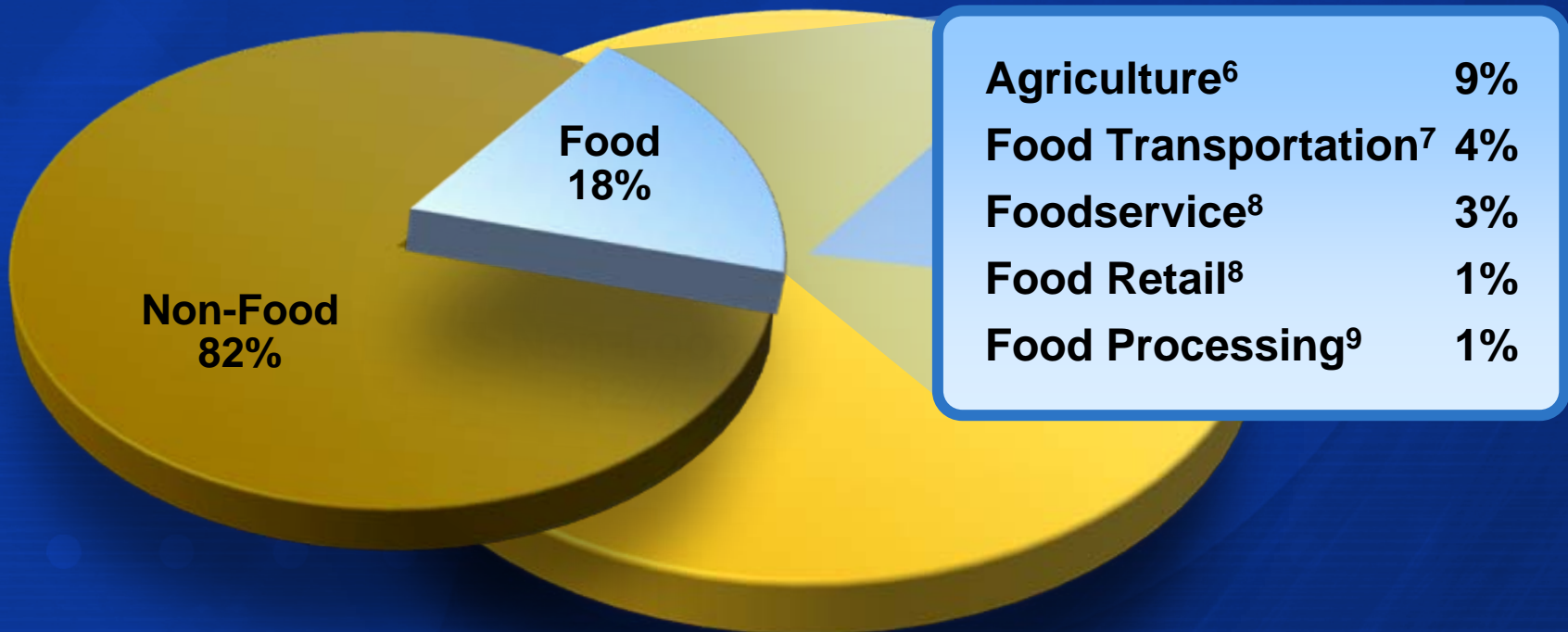
⁵ EIA Commercial Building Survey



Greenhouse Gas Emissions

GHG for All U.S. Sectors⁶ = 7,260 Million Metric Ton CO₂Eq
U.S. Food Industry = 18%

United Kingdom¹⁰



⁶ U.S. EPA (2007) Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990 – 2005

⁷ Resources For the Future (RFF), US Dept of Transportation Bureau of Transportation Statistics Commodity Flow Survey, USEPA Heller, M.C. and G.A. Keoleian (2000) Life Cycle-Based Sustainability Indicators for Assessment of the U.S. Food System (CSS00-04).

⁸ EIA Commercial Building Survey, US Climate Technology Cooperation (US-CTC) Gateway

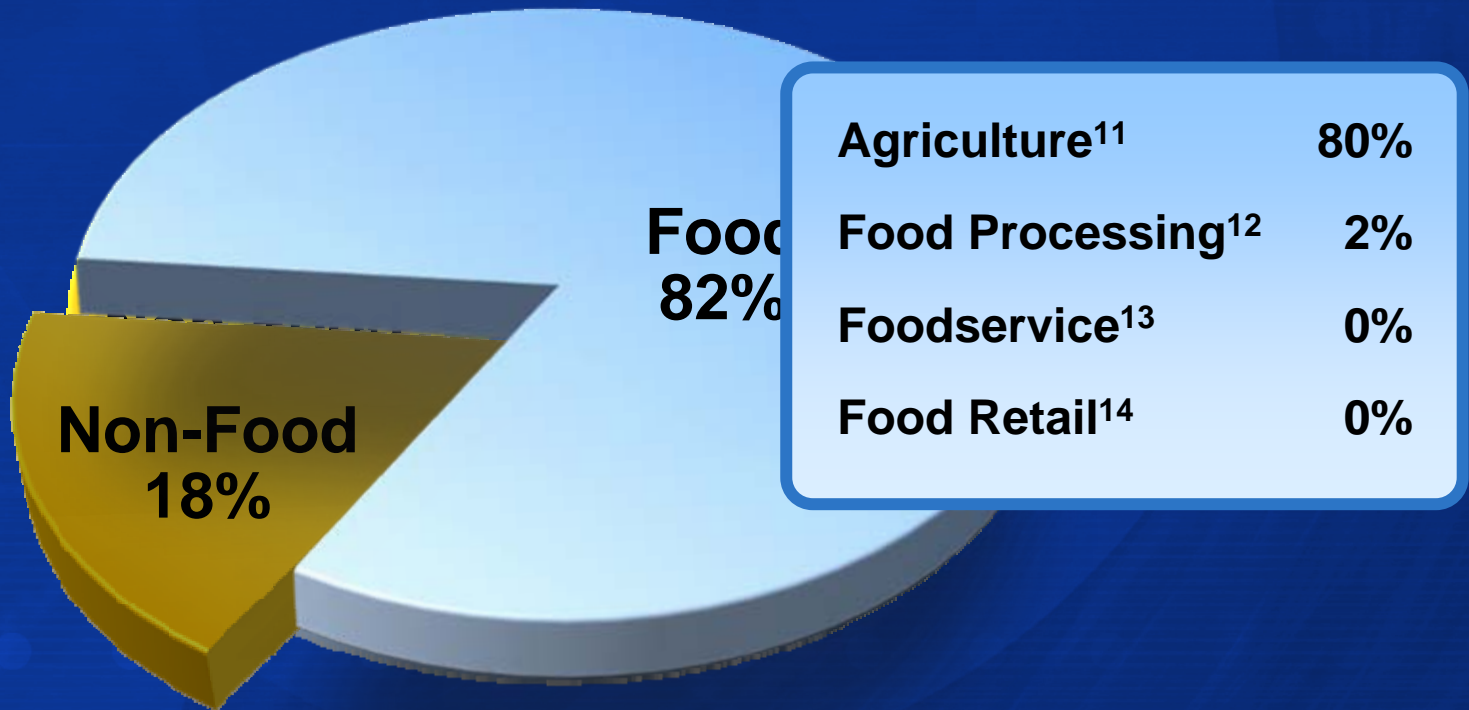
⁹ US EPA - Office of Policy, Economics, and Innovation - Sector Strategies Division (calculated from Energy Use)

¹⁰ Food Industry Sustainability Strategy, Department for Environment and Rural Affairs, United Kingdom, 2006



Water Use

Water Use For All U.S. Sectors¹¹ = 36,528 Billion Gallons
U.S. Food Industry = 82.2%



¹¹ USDA - ERS

¹² U.S. Geological Survey, ESTIMATED USE OF WATER IN THE UNITED STATES IN 2000

¹³ US Dept of Energy - Energy Information Administration - Office of Energy Markets and End Use And Waste Reduction Resource Center (WRRC) - Food Service: Reasons for Change

¹⁴ Water Use Study, Santa Fe, New Mexico and Energy Use in Commercial Buildings 2003 Table C3A (Areal data by Sector)



General Mills



Small Planet Foods®



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Functional Definition Of Sustainability At General Mills



Sustainability is a commitment made by an organization to assess, evaluate and acknowledge its overall environmental and societal impact, develop appropriate goals with metrics, and achieve specific improvement plans within defined timelines.



Nourishing Lives

- Foundation grants
- Product donations
- Strategic philanthropy
- 80% employees volunteer
 - Building homes
 - Mentoring youth
 - Sharing skills
 - Partnering with schools



More than \$80 million - 5% of pretax profits



Corporate Social Responsibility

Between 2005 - 2010 we will reduce:



- **Water usage:** 5%
- **Energy usage:** 15%
- **Greenhouse gas:** 15%
- **Solid waste:** 15%



GMI Environmental Progress Examples



LAND USE

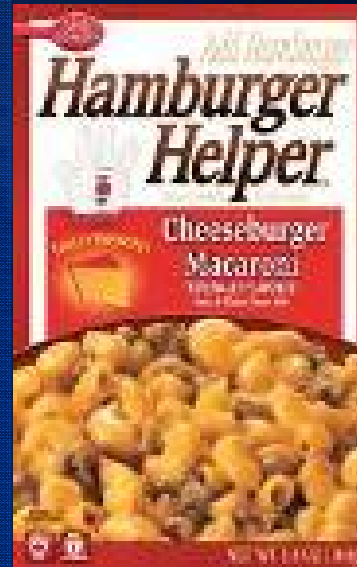
PESTICIDES



10%

12.5%

Integrated Pest Management



1mm LBS
Fiber

360 tons
Steel

Package Material Reduction



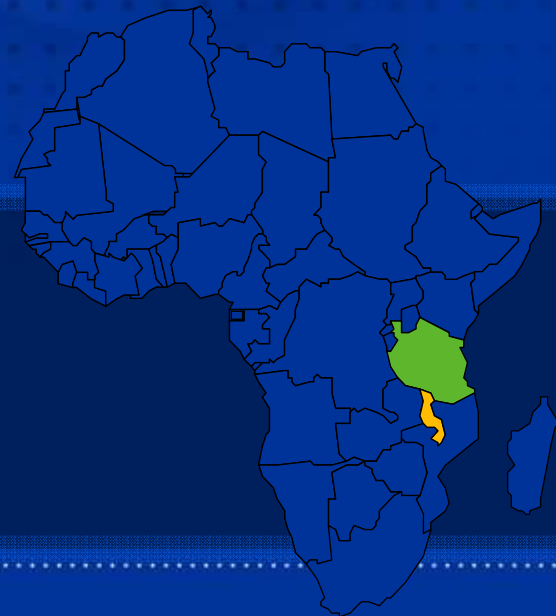
African Women & Children's Hunger Project



The Mission:

“... to alleviate hunger and create a sustainable agriculture in Africa by educating, empowering and economically supporting women as farmers, food processors and providers.”

- *\$5 million over 3 years*
- *Malawi & Tanzania*



African Women & Children's Hunger Project

- Feed school kids
- Food & agricultural development
- Science & technology transfer



What Can You Do?

- Identify the most relevant sustainability opportunities for your business
- Encourage the performance of ongoing sustainability assessments
- Adopt life cycle or holistic approach
- Set reasonable yet aggressive improvement goals
- Collect accurate data & track results
- Create a culture of sustainability
- Reward sustainability activities
- Promote innovation leading to more sustainable business approaches



Thank You!



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