



Stephen W. Sanger
Chairman of the Board – Chief Executive Officer

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GENERAL MILLS

June 29, 2007

Congressman Edward J. Markey
United States Congress
Washington, D.C. 20515

Dear Congressman Markey,

Thank you for your letter of June 19 on the issue of food advertising to children. At General Mills, we are committed to maintaining high standards for responsible advertising and marketing, especially in advertising that reaches children and are pleased to have an opportunity to share our guidelines with you.

Thirty years ago we established industry-leading product standards and marketing guidelines, which have been regularly reviewed and updated to ensure that we deliver on our commitment. Eighteen months ago, when the Institute of Medicine issued their report '*Food Marketing to Youth: Threat or Opportunity?*' they observed that a significant amount of the advertising to children was for high-calorie and low-nutrient beverages and foods. In order to assure that we were not contributing to that trend, we shortly thereafter further enhanced our marketing guidelines to encourage consumption of lower calorie, higher nutrient foods. A copy of our guidelines is attached. Also enclosed is a copy of a book titled *Nourishing Lives*, which highlights our broader commitment to consumers as they work to make their lives healthier and improve their nutrition intake.

We are also a member of the Children's Food and Beverage Advertising Initiative, a program sponsored by the Council of Better Business Bureaus (CBBB), designed to shift the mix of advertising messages to children to encourage healthier dietary choices and healthy lifestyles. We are in the process of finalizing our submission which will next go to the CBBB for their approval. We expect that the CBBB will be in a position to announce details on many of the company pledges, including ours, in a few weeks at a Federal Trade Commission workshop. Once this process is completed, we would be pleased to share with you the details on our pledge.

June 29, 2007

Thank you, Congressman Markey, for the opportunity to share our guidelines with you. Should you have any further questions on this, please contact Mary Catherine Toker in our Washington office at (202) 737-8200.

Sincerely,

A handwritten signature in cursive script that reads "Steve Sawyer". The signature is written in black ink and is positioned in the center of the page.

marketing & advertising

As an industry leader, General Mills is committed to maintaining the highest standards for responsible advertising and marketing, especially in advertising that reaches children.

Responsible advertising

General Mills is committed to Nourishing Lives – and to helping improve the nutrition and fitness behaviors of families and children.

General Mills can play a positive role:

- By providing lower calorie, higher nutrient or more nutrient-dense products.
- With a portfolio uniquely aligned with the U.S. Department of Agriculture (USDA) 2005 Dietary Guidelines - providing whole grain, low fat dairy, fruits and vegetables.
- By leading on issues of health and wellness.

General Mills' advertising and marketing will reflect:

Balance Encouraging families and children to understand and follow nutritional guidelines for a balanced diet of healthy and nutritious foods.

Moderation Encouraging only sensible portions of food – never depicting or encouraging over-consumption.

Exercise Advocating and reinforcing the importance of higher levels of physical activity.

Family-Friendly

General Mills is proud of its reputation as a “family-friendly” advertiser. We will not produce advertising that would undermine the role of parents and family, or respect for community authorities. General Mills will air advertising only on programming it deems suitable for the family-oriented nature of its brands and products.

Responsible marketing

Strong marketing guidelines ensure that we advertise and market responsibly.

Guidelines for advertising foods to children

- No General Mills product may be advertised on any program targeted to pre-school children.
- No General Mills product containing more than 175 calories per serving may be advertised to children 12 or younger.
- Products containing 175 calories or fewer per serving must also either:

Meet the U.S. Food and Drug Administration (FDA) “healthy” criteria per labeled serving,

OR

Provide at least one-half serving of a food targeted by the U.S. Department of Agriculture (USDA) 2005 Dietary Guidelines for increased consumption by children (i.e., whole grain, fruit, vegetables, low fat dairy).