

GENERAL MILLS & PROSPÉRITÉ FERMIÈRE INGREDIA ANNOUNCE A FIVE-YEAR REGENERATIVE DAIRY PILOT IN THE NORTH OF FRANCE

General Mills has partnered with Bureau Technique de Promotion Laitière (BTPL) and l'IDELE (Institut de l'Élevage) to provide dairy farmers with technical support and coaching to integrate regenerative agriculture principles on their farms and measure outcomes, preparing for further expansion

Boulogne-Billancourt and Arras (November 23, 2021) — General Mills, maker of Häagen-Dazs, and Prosperité Fermière Ingredia, dairy cooperative, announce the signing of a five-year pilot partnership to support dairy farmers as they introduce regenerative management techniques on their farms. The ten selected farmers, who are members of the cooperative, Prosperité Fermière, will receive ongoing technical support from Bureau Technique de Promotion Laitière (BTPL) and l'IDELE (Institut de l'Élevage).

Each participating dairy farmer will receive personalized coaching and technical assistance from Bureau Technique de Promotion Laitière (BTPL) and l'IDELE (Institut de l'Élevage), and customized action plans that integrate regenerative agriculture principles, or otherwise known to French farmers as conservation agriculture principles. Principles include minimizing soil disturbance, keeping the soil covered, rotational grazing, and feeding cows a diverse mix of crops. The project includes regular measurements to understand the positive impact these actions have on ecosystem quality (soil health, carbon storage, increased biodiversity and cow well-being), in addition to farmer economic resilience.

This is General Mills' first regenerative agriculture pilot in Europe since making its global commitment in 2019 to advance regenerative agriculture on one million acres of farmland by 2030. General Mills also has committed to reduce absolute greenhouse gas emissions across its full value chain by 30 percent by 2030 and achieve net zero emission levels by 2050.

"With agriculture representing half of General Mills' total greenhouse gas footprint in France, we see regenerative agriculture as a key lever to reduce our emissions and have the greatest impact," said Juliette Huet, head of milk purchasing in Europe, General Mills. "Today, Prosperité Fermière Ingredia supplies our Häagen Dazs manufacturing plant in Tilloy les Mofflaines (Pas de Calais), so we're proud to elevate our partnership to promote innovation,

support our local community where we operate business, and make a positive impact on our planet. We expect to learn from this pilot to prepare for future expansion."

"Our cooperative is known for being innovative, close to its members, attentive to its clients and concerned about the environment. Thanks to this project in partnership with General Mills, Prospérité Fermière is one of the first dairy cooperative showcasing that Regenerative Agriculture has a great potential to grow within Dairy. For the first time we are closely collaborating with a customer, with agronomy at the core of this program, and a key lever to cope with environmental challenges" highlights Hubert Laloux, Head of CSR for Prospérité Fermière Ingredia. "Animal welfare, carbon footprint, biodiversity, respect for the soil and farmer well-being are integral to our farmers' work. Through this partnership, all our members will be able to follow the progress and benefits that our ten pilot farms will share throughout the five years of the project. We hope that these virtuous principles will be disseminated as widely as possible throughout our beautiful region of Hauts de France! "

About General Mills

General Mills makes food the world loves. Headquartered in USA, its portfolio includes more than 100 brands, including household names such as Häagen-Dazs, Yoplait, Green Giant, Old El Paso and Nature Valley. General Mills generated fiscal 2021 net sales of U.S. \$18.1 billion. In addition, the company's share of non-consolidated joint venture net sales totaled U.S. \$1.1 billion. The company has five production sites and a global research and development center for dairy products in France.

About La Prospérité Fermière

The Prospérité Fermière cooperative group was founded in 1949 and its subsidiary INGREDIA was launched in 1991 to develop and produce dairy ingredients: milk powders, functional and nutritional proteins and innovative active ingredients for the food industry, nutrition and health industries in 90 countries. INGREDIA currently processes more than 400 million liters of milk per year, collected from 1,200 member breeders, and has become the European leader in dairy ingredients and the 3rd world player in specialty proteins. Established on 5 continents, Prospérité Fermière INGREDIA has 460 employees.

Contact:

Global Communications
Media.Line@GenMills.com
763-764-6364

Prospérité Fermière Ingredia
Tiphaine Piriou - tipi.piriou@gmail.com
06 48 07 99 51