

## General Mills Named to the Esteemed Dow Jones Sustainability Index (DJSI)

MINNEAPOLIS, Sep. 13 /CSRwire/ - [General Mills](#) has been named to the [Dow Jones Sustainability North America Index](#) by S&P Dow Jones Indices, one of the world's largest providers of financial market indices, and RobecoSAM, the investment specialist focused exclusively on Sustainability Investing.

[Companies listed](#) in the annual Dow Jones Sustainability Indices (DJSI) have demonstrated best-in-class performance against numerous sustainability metrics. The DJSI review provides thorough analysis of financially material economic, environmental and social practices, such as innovation or supply chain management, climate strategy and stakeholder engagement and places a special focus on industry-specific risks and opportunities.

“At General Mills, one of our goals is to stand among the most socially responsible food companies in the world,” said Jerry Lynch, vice president and chief sustainability officer at General Mills. “We are honored to be recognized as a sustainably-driven company. The DJSI review affirms that General Mills places a strong emphasis on earning the trust of our consumers, customers, employees and other key stakeholders every day through exceptional economic, environmental and social practices.”

General Mills’ sustainability mission centers on conserving and protecting the resources on which the company depends. To achieve this mission, the company focuses on two key areas: reducing resource usage in its operations and increasing sustainable sourcing across its supply chain. Both are key to operating sustainably and supporting the business for the long term.

General Mills’ [sustainable sourcing strategy](#) focuses on 10 priority ingredients, since that’s where the company can have the largest impact. Through its work with industry groups, General Mills is helping to move the raw material supply chain toward more sustainable solutions.

In addition, through its products, General Mills is continuously striving to make consumers’ lives [healthier, easier and richer](#). In the community, [General Mills’ philanthropic work](#) is an expression of the company’s Nourishing Lives mission and ties closely to the company’s core business. General Mills works in innovative ways with partners at the global, national and local levels to harness its collective impact in key target areas, while engaging employees through skills-based and other volunteerism.

To learn more about General Mills’ work in the area of global responsibility, visit: [www.generalmills.com/~media/Files/CSR/2013\\_global\\_respon\\_report.ashx](http://www.generalmills.com/~media/Files/CSR/2013_global_respon_report.ashx).

Launched in 1999, the DJSI were the first global indices tracking the financial performance of leading sustainability-driven companies worldwide. For information about the DJSI, visit: [www.sustainability-indices.com](http://www.sustainability-indices.com) or [www.djindexes.com/sustainability](http://www.djindexes.com/sustainability).

### About

### General

### Mills

General Mills is one of the world’s leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2013 worldwide sales of US \$17.8 billion.

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