Industry Success & Challenges in Leveraging Food Technology to Produce Healthier Food Choices

Experiences & Advances in the Bakery & Cereal Sectors

Lydia Midness, VP R&D, General Mills 11/2/10
General Mills’ Mission

nourishing lives

nourishing communities

nourishing the future
Food is an important tool to help people live better, healthier lives everyday.

Guiding Principles:
- Health Benefits
- Energy Balance
- Holistic Solutions
- Great Taste
- Global Needs
Food Industry is Committed to Health

- Committed to innovative new health products
- Significant resources dedicated to health
- Committed to continuous improvements
Everyday...

- Big G Cereals provide over a million servings of whole grain to kids participating in the School Breakfast Program.
- Green Giant provides over 5.7 million ½-cup servings of vegetables to American consumers.
- Yoplait provides over 1.6 million ½-cup servings of low fat dairy to American children.
- General Mills ships more than 168 million grams of fiber to American consumers.
Education is Key in Helping Americans Eat Healthier

77% of consumers know little or nothing about the Dietary Guidelines

Health Professionals shape consumers’ health behavior
Food Companies Help Americans Meet the Dietary Guidelines by:

- Providing New Products
- Renovating Current Products
- Creating Innovative Solutions
Providing New Products

Navigating the New Product Development Trifecta

Taste

Health

Price

Deliver meaningful consumer health benefits with no taste trade-off AND affordable to consumers
Weight Management is Multi-Faceted

- Family
- Family Meals
- Education
- Access
- Income
- Community
- Eating Habits
- Genetics
- Physical Activity
- Diet
- Age
- Ethnicity
- Profession
- Lifestyle
- Hobbies
- Culture
- Mobility
- Gender
Weight Management Insights

Counting is Hard
Counting calories, fat, carbs, fiber, and protein can be so overwhelming that it is not worth the hassle.

“It’s easier to count carbs than calories, because carb limit/day only goes up to 20. I don’t have to add so much.”

“It’s just so much to keep track of!”

Consumers want food that doesn’t look and taste like diet food

“I know that I need to eat about 1300 calories to maintain my weight. I think?”

“I don’t want my colleague to know I am managing my weight”

“Diet food is bland”
Progresso Light Soups

- Great Tasting
- 80 Calories or Less – 0 points!
- Easy to Incorporate into any weight management plan

10 BILLION fewer calories
Fiber One Chewy Bars

- Insight: Americans want to increase their fiber intakes without sacrificing taste
- Solution: Blend of oat, barley and chicory root fiber (inulin)

9 BILLION grams of fiber
Nature Valley Fruit Crisps

- Consumers want and need more fruit in their diet
- Fruit Crisps offered a convenient way to eat fruit
- Provided one serving of real fruit per pouch and only 50 calories
Renovating Current Products

Health Commitments and Challenges
Only 1 in 10 Americans get the minimum recommended level of whole grain

- The whole is better than the sum of its parts:
  - Protect heart health
  - Manage weight
  - Reduce cancer risk
  - Reduce diabetes risk

Ready-to-eat cereal is the leading whole grain source for Americas – and the top source of whole grain in children’s diets
Making Whole Grain Cereal

• **Commitment:**
  – At least 8g of whole grain per serving

**CHALLENGES**

- **INGREDIENT**
  - Pre-treatment
  - Milling
  - Shelf Life

- **PROCESS**
  - Rates
  - Energy
  - Expansion

- **PRODUCT**
  - Taste
  - Appearance
  - Shelf Life

- **CLAIMS**
  - No Daily Value
  - No definition
  - Inconsistent

**Added 1.5 Billion whole grain servings each year to American diets**
Cereal Eaters Have Healthier Body Weights

• RTE cereal consumption is predictive of healthier body weights, lower BMIs

![Diagram showing percentage of kids overweight across different age groups and cereal serving amounts](image)

- Kids who eat four to seven servings of cereal over a 14-day period are less likely to be overweight than kids who eat fewer than four servings of cereal.
- Kids who eat cereal more frequently, or more than seven times in 14 days, are even less likely to be overweight than kids who eat cereal less frequently. This is true for all age groups studied.

• New research confirms that is also true of kids who eat sweetened cereal

References:
- Liu S et al, AM J Clin Nutr 2003
- Koh-Banerjee, AM J Clin Nutr 2004
- Good C K et al. J Am Coll Nutr 2008
• Commitment: Further reduce sugar in all cereals advertised to children <12 to single digit grams of sugar per serving
Sugar Reduction in Cereal

An Ongoing and Gradual Process...

**KEY**
- 2007 Sugar level
- 2007 Reformulation
- 2008 Sugar level
- 12/2009 Sugar level

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Sodium Reduction

- Commitment: Further reduce sodium in Top 10 product categories by 20%
Removing Trans Fat from Baked Goods

- 2010 Dietary Guidelines Advisory Technical Report recommends to avoid *trans* fatty acids
"Silent" Improvements are Ongoing

- ~45% Sodium
- -10% Sugar
- -10% sodium
- -66% fat -25% sugar
- -75% fat
- -10% fat
Goal Setting & Measurement is Key

General Mill’s Health Metric:

**RAISING THE HEALTH BAR**

In all, more than 500 current General Mills products have been reformulated, slimmed down with fewer calories, fortified or otherwise improved in some way to meet our health metric standards.
Creating Innovative Solutions

Uniting deep technical knowledge with deep consumer knowledge
Weight Management

Deep consumer knowledge through ethnographies

Deep technical knowledge through technology landscaping

Innovative satiety products
Health Innovation Collaboration

The lab is my world

Colleagues  Universities  Government Labs

Suppliers  Food Manufacturers  Other Industries

The world is my lab
The lab is my world

Colleagues

Collaboration with Trusted Partners

Internal Collaboration

Universities

Government Labs

Suppliers

Manufacturers

Other Industries

Collaboration with New Partners

The world is my lab

Health Innovation Collaboration
Summary

- Food Companies are committed to health:
  - Committed to innovative new health products
  - Significant resources dedicated to health
  - Committed to continuous improvements

- Food Companies help Americans meet the Dietary Guidelines by:
  - Providing new health products
  - Renovating current products
  - Bringing health innovation to the marketplace
Thank you!!