



Rethinking the AMDRs

Panel: Perspectives from Users

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Our Mission

Be the trusted partner grounded in health and nutrition science to accelerate opportunity and growth for General Mills

Our Vision

Unlock opportunities to nourish people with food they love

Capabilities

- 1 Generate & leverage Research for our brands & categories**
 Drive growth opportunities by creating new and applying established evidence
- 2 Lead in Regulatory & Policy Engagement, grounded in science**
 Navigate a dynamic regulatory environment via working with regulators, policy makers, and NGOs
- 3 Leverage Business Partnerships to drive nutrition solutions**
 Partner internally and externally to bring Health & Nutrition to our consumers
- 4 Amplify Communications to advance our health & nutrition reputation**
 Elevate our nutrition leadership (corporate, category, brands) through external engagement and networks

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Industry Perspective: Use of DRIs, including AMDRs



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Nutrition Research	Communications	Products & Labeling	Regulatory & Policy
<i>Design</i> - Clinical Studies - Dietary Intake Research - Epidemiological Studies	<i>Translation</i> - Health Professionals - Consumers	<i>Application</i> - Nutrition Facts Panel - Claims - Fortification	<i>Engagement</i> - Dietary Guidelines - K12 School Meals

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Thank You!

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