

Making food the world loves in... Iowa



For nearly 160 years, General Mills has been making food the world loves. And we have been doing so with an unwavering commitment to ensuring the “G” in our logo stands for Good.

That commitment begins with our employees and extends across our value chain, including the farmers and communities where our ingredients are grown and the families who enjoy our food.

In Iowa, General Mills plays an important role in the economy through our support of economic activity and jobs across our supply chain.

GDP contribution*
to the U.S. economy:
\$492 million+

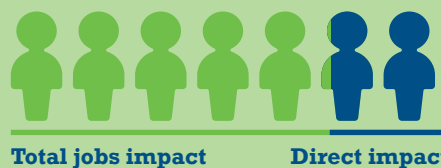
Including more than **\$212 million*** in direct impact.



Supporting more than
3,500 jobs

General Mills directly provided more than **900 jobs** in Iowa.

The company's activity also supported nearly **2,600 jobs** in the state through supply chain activities and workers spending their wages on consumer goods and services.



*Values reflect 2024 unless stated otherwise. Impact estimates provided by Oxford Economics.

The full Economic Impact Report can be found at generalmills.com/impact, which includes an Appendix on the methodology used to create the report.

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The average tenure of **technicians** at General Mills plants in Iowa is more than **nine years**.



General Mills has been operating in

- **Avon (Des Moines) since 1957**
- **Cedar Rapids since 1969**



General Mills facilities in Iowa send **zero waste to landfills!**



The logos displayed are representative of some products made in the state.

Supply Chain

SUPPLY CHAIN SPENDING

\$95 million

General Mills spent nearly **\$95 million** in Iowa through its supply chain in 2024,* including more than **\$5 million** spent on meat products.

EMPLOYEE INCOME

\$103 million

More than **\$103 million*** in employee income was generated by jobs in General Mills' Iowa supply chain.

Hometown Grant Program

HOMETOWN GIVING CONTRIBUTIONS

\$240,000

General Mills donated more than **\$240,000*** in 2024 to communities where they operate in Iowa as part of the company's **Hometown Grant Program**.

Organizations supported:

- Big Brothers Big Sisters
- Junior Achievement
- Linn County Fair Association

Box Tops for Education

EARNINGS FOR SCHOOLS

\$51,600

For over 25 years, General Mills' **Box Tops for Education** program has given families an easy way to earn cash for schools—with products they already buy! In 2024, the program contributed more than **\$51,600** to schools in Iowa.



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