

Making food the world loves in... Wisconsin



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 Wisconsin, 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:
\$514 million+

Including more than **\$157 million*** in direct impact.



Total GDP impact

Direct impact

Supporting more than
4,500 jobs

General Mills directly provided more than **800 jobs** in Wisconsin.

The company's activity also supported nearly **3,700 jobs** in the state through supply chain activities and workers spending their wages on consumer goods and services.



Total jobs impact

Direct impact

*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 Wisconsin is more than **eight years**.



General Mills has been operating in

- **Green Bay since 1981**
- **Milwaukee since 1932**



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

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



Supply Chain

SUPPLY CHAIN SPENDING

\$255 million

General Mills spent more than **\$255 million** in Wisconsin through its supply chain in 2024,* including more than **\$57 million** spent on cocoa products.

EMPLOYEE INCOME

\$131 million

More than **\$131 million*** in employee income was generated by jobs in General Mills' Wisconsin supply chain.



Hometown Grant Program

HOMETOWN GIVING CONTRIBUTIONS

\$145,000

General Mills donated more than **\$145,000*** in 2024 to communities where they operate in Wisconsin as part of the company's **Hometown Grant Program**.

Organizations supported:

- City Year
- Ecology Center
- Serving Older Adults



Box Tops for Education

EARNINGS FOR SCHOOLS

\$126,000

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 about **\$126,000** to schools in Wisconsin.



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