

March 18, 2016

Valued Customer,

As you know, the State of Vermont will begin requiring food products to be labeled for the presence of ingredients derived from genetically engineering, commonly referred to as GMO labeling.

We are converting all of our packages distributed nationally to comply with the new law in Vermont.

This new law takes effect on July 1, and in order to ensure compliance, you will begin to see products flow in over the next several weeks.

We will be sending you only one version of product – you won't need to carry dual inventory from us.

We want you to know that we continue to recognize that GMOs are safe – every world food safety agency, including those in countries that require labeling, agree that they are safe. And we believe that this may be important to ensure global food security.

To demonstrate this to consumers and avoid confusion, it's even more important than ever to have a consistent standard across the country. We continue to call on Congress to set a national standard to avoid a patchwork of 50 different state laws, which will be highly confusing for consumers.

To avoid consumer confusion, we are providing detailed information about our products and GMOs. Through channels like SmartLabel and our new Ask.General Mills.com website, we're providing more information and answering questions directly. We encourage you to direct any of your customers with questions about our products to visit this website. It will also be printed on every product that will now carry the Vermont-required GMO disclosure.

We know that some consumers prefer products without genetically modified ingredients and we're proud to offer great organic and non-GMO [brands](#) like Annie's, LARABAR, Cascadian Farm, and Muir Glen. In fact, we're now the 3rd largest producer of natural and organic foods in the country.

If you have any questions about this, please don't hesitate to contact your General Mills Sales Representative.

Sincerely,
General Mills Customer Service Team