

WEBSITE NEWS
December 2018

Global Chief Sustainability Officer, Jerry Lynch, visits General Mills' Australian office and local Victorian farms



General Mills' Global Chief Sustainability Officer Jerry Lynch travelled to our General Mills Australian offices to share his insight into General Mills' global sustainability agenda and take questions from local team members.

We were then hosted by Landcare Australia to visit two local Victorian farms to learn about how Landcare Australia and its connections with catchment management authorities and local community groups provides support to local farmers. Such a rich experience with the focus on sustainable agriculture and having a growth mindset when the tried and true "trial and error" methods need to be employed and sometimes the results aren't seen for weeks or months to know if and how improvements, development or innovation can be made. A big thank you goes out to the host farms for their hospitality and for explaining the fundamentals. It was striking from those interactions how

important connections are in these situations - connections between farmers, their communities but also urban to rural connections. We refer to supply “chains” – the connections to everything that we all love to enjoy about our favourite meals. Increasingly, the care, treatment and support of these farms is critical with these local families and business being at the heart of this supply chain.

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