

# General Mills Prospective Supplier Toolkit

Thank you for your interest in becoming a supplier to General Mills. This toolkit provides a general framework and guide for companies interested in working with us.

Refer to the [General Mills' website](#) and communication for the most up-to-date information and specific requirements.

## Table of Contents

- Prospective Supplier Registration Form
- Understanding General Mills
- Preparing Your Company
- Engaging with General Mills

## Prospective Supplier Registration Form

Start by submitting your company's details so our sourcing teams can learn more about your capabilities and consider you for future opportunities: [General Mills Prospective Supplier Registration Form](#).

The purpose of this form is to gather information on your company's capabilities and offerings, enabling our sourcing teams to identify potential suppliers for future opportunities. Completion of this form does not guarantee a response or engagement.

We ask that you review all questions carefully and provide clear and accurate information. The details you submit will remain confidential and be used solely for internal evaluation purposes. The form will request information related to your company's background, legal structure, experience, and core capabilities.

To best position your organization, we encourage you to articulate how your products or services align with General Mills' procurement needs.

## Understanding General Mills

Familiarize yourself with who we are, what we stand for, and how we operate - alignment with our values and practices is key to a successful partnership.

**Business Values:** Review General Mills' values, mission, and sustainability initiatives.

Alignment with these principles is crucial. You can find more information on our website: [General Mills makes food the world loves - General Mills](#).

**Supplier Code of Conduct:** Thoroughly understand and agree to adhere to General Mills' Supplier Code of Conduct, which outlines ethical expectations regarding labor practices, environmental responsibility, and business integrity. Non-compliance will lead to disqualification. [Access the Supplier Code of Conduct here.](#)

**Market Research:** Take time to familiarize yourself with General Mills' business to understand our strategic needs. Focus your research on:

- Key product categories and brands
- Target markets and consumer trends
- Recent acquisitions and partnerships
- Sustainability goals and initiatives

## Preparing Your Company

Ensure your company is ready to meet General Mills' high standards in quality, financial stability, innovation, and sustainability before pursuing engagement.

**Quality Standards:** General Mills maintains a rigorous quality standard. Understand our requirements for food safety, product quality, and traceability. Demonstrate a robust quality management system and a commitment to continuous improvement: [Our suppliers - General Mills.](#)

**Financial Stability:** Demonstrate financial stability and capacity to meet production demands. Be prepared to provide detailed financial information as requested, such as audited financial statements, credit reports, and banking references.

**Sustainability:** Demonstrate a commitment to sustainable practices throughout your operations. Highlight any relevant certifications, initiatives, and achievements in reducing your environmental footprint and promoting ethical sourcing.

**Innovation:** General Mills values suppliers who bring creative, efficient, and high-impact solutions that drive growth and improve operations. Highlight how your product or service delivers unique value beyond price — through innovation, differentiation, or performance.

Demonstrate how your company's ideas or technologies can support General Mills' goals around growth, efficiency, and sustainability.

Be prepared to discuss how your innovation can scale or adapt to evolving business needs.

**Supplier Development Program:** General Mills recognizes that small businesses are a vital part of our North America Supplier Development program. We aim to foster

meaningful connections, fuel growth and innovation, and help these businesses reach their full potential. Reach out to [supplier.development@genmills.com](mailto:supplier.development@genmills.com) to learn more and connect with the team.

- **U.S. Small Business Definition:** For the purposes of our program, a U.S. small business is defined as a company that meets the U.S. Small Business Administration (SBA) Industry Size Standards. This can be demonstrated through a voluntary SBA Certification or verified through an internal process confirming adherence to these industry size standards.
- **Voluntary Certifications:** Suppliers are welcome to share any other voluntary certifications they have attained. However, note that holding these certifications does not influence General Mills' decision to engage in business with a supplier.

## Engaging with General Mills

**Contacting General Mills:** Complete the [Prospective Supplier Registration](#). When our buying teams assess business needs through new suppliers, they will use the information in the form to contact you. Be patient — certain categories only open for bids periodically.

**Supplier Selection Process:** The supplier selection process is crucial for ensuring General Mills receives high-quality materials, reliable service, and competitive pricing. Below is a general overview:

- **Needs Identification:** The process begins with identifying a need for a product, raw material, or service within General Mills.
- **Supplier Identification & Research:** The sourcing team conducts market research to identify potential suppliers. An initial screening narrows down the list based on criteria including, but not limited to financial stability, geographic location, product/service offerings and industry experience.
- **Request for Information/Proposal (RFx):** An RFx is used to gather information from a larger pool of potential suppliers. The RFx typically includes questions such as company overview, product/service capabilities, manufacturing processes, quality control systems, financial information, sustainability practices, etc. You may be asked to accept guidelines, terms, or standards before viewing bid information. Aligning early with these standards helps streamline the process.
- **Responding:** If General Mills invites you to participate, you will have a limited timeframe to review and respond to the RFx, as well as to submit questions and receive information about the next steps. Timelines vary by category, but typically,

you'll have 2 to 3 weeks to respond. Use this opportunity to highlight not only your pricing but also the value, capabilities, and innovation your company brings.

- **Declining an RFX:** It's important to decline an RFX if you do not believe your company can meet the business need. For example, if the request is outside your target market, you don't have adequate time and resources, or the cost vs. reward is not aligned with your business.
- **Supplier Evaluation & Selection:** A multi-faceted evaluation process is used to access the proposals/quotes. Common criteria include price, quality, technical capability, capacity, delivery, financial stability, risk management, sustainability, innovation, compliance, geographic location, agreement alignment, technology, etc.
- **Supplier Selection and Contract Award:** The final supplier is selected based on the overall evaluation and negotiation results.

Thank you for taking the time to review this Supplier Toolkit. We value your interest in working with General Mills and encourage you to use these resources to ensure your company is prepared to meet our standards and align with our values.