



## MEDIA RELEASE

### **GENERAL MILLS AND FOODBANK AUSTRALIA EXTEND PARTNERSHIP**

***The Collaborative Supply Program will deliver 10,000 meals a month for Australians in need, as demand continues to rise***

**Melbourne, Australia: 20 June 2022** – General Mills and Foodbank Australia’s partnership is still going strong and continues into its third consecutive year with the Collaborative Supply Program, which involves General Mills donating production time and labour to make products for Foodbank Australia every month.

The Program relies on donations of raw ingredients from suppliers, packaging, and logistics to ensure Australians in need can receive a consistent supply of delicious food and provides certainty for Foodbank Australia to plan for and distribute meals to those most in need, while saving them time and money.

General Mills Managing Director for Australia and New Zealand, Matt Salter said he was incredibly proud to see General Mills continue this important partnership for another year.

“At General Mills, we strive to be a force for good. Giving back through the Collaborative Supply Program is just one way we have done this in recent years,” Mr. Salter said.

“Our Rooty Hill manufacturing plant in Western Sydney will continue to supply 10,000 dedicated meals of Latina™ Fresh ricotta and spinach agnolotti every month for people in need. The Rooty Hill team has worked hard to ensure this remarkable program continues to be consistently delivered, despite a pandemic and broader supply chain issues.

“At the end of July this year, we will have delivered 234,000 meals to Foodbank as part of the Collaborative Supply Program.

“This year we’re so grateful for the ongoing support of all of our suppliers, especially Ferraro Dairy and Woolworths Group’s supply chain arm, Primary Connect.

“We strongly encourage other businesses to consider this unique program to help Foodbank Australia as it makes a real difference to our community,” Mr. Salter said.

Foodbank Australia Chief Executive Officer, Brianna Casey said that with rising costs of living and the amount of people needing assistance rising, the value of the partnership with General Mills is immeasurable.

“Foodbank is currently providing food relief to one million people every month. People are doing it tough right now and partnerships like this make sure we can consistently help vulnerable Australians,” Ms. Casey said.

“We see the partnership with General Mills as an integral part of our program at Foodbank and are excited to continue our relationship into the future.”

To donate to Foodbank Australia and find out more information, visit [www.foodbank.org.au](http://www.foodbank.org.au).

**- ENDS -**

### **About General Mills**

General Mills makes food the world loves. The company is guided by its Accelerate strategy to drive shareholder value by boldly building its brands, relentlessly innovating, unleashing its scale and being a force for good. Its portfolio of beloved brands includes household names such as Cheerios,



Nature Valley, Blue Buffalo, Häagen-Dazs, Old El Paso, Pillsbury, Betty Crocker, Yoplait, Annie's, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2021 net sales of U.S. \$18.1 billion. In addition, the company's share of non-consolidated joint venture net sales totaled U.S. \$1.1 billion.

**In Australia,** General Mills brands include Old El Paso™ Mexican food, Latina™ Fresh pasta and sauce, Nature Valley™ and Fibre One™ snack bars, Betty Crocker™ cake mix and frostings and Haagen-Dazs™ ice cream.

## **About Foodbank**

At Foodbank we believe everyone should have access to good quality food. We're here for the everyday Australians who are going without.

And it's our job to help change that.

We work with 2,950 frontline charities and 2,890 school breakfast programs to get over 88 million meals out to those who could use a hand every year.

For more information, please visit [www.foodbank.org.au](http://www.foodbank.org.au).

**For more information and interview opportunities, please contact:**

### **Samara Barr**

Senior consultant | Porter Novelli

M: 0433 171 650

E: [sbarr@porternovelli.com.au](mailto:sbarr@porternovelli.com.au)