



GENERAL MILLS

Wednesday, December 18, 2013

To Whom It May Concern:

Thank you for your recent request to General Mills Inc. for policy and product information. General Mills has a long history of developing and continually improving its products and quality systems. General Mills is committed to providing safe, properly labeled, high quality products to its customers. Some of the information you requested may be proprietary and cannot be revealed in full detail due to confidentiality concerns.

On behalf of General Mills, I am pleased to provide the enclosed information regarding our products and policies. The information provided is accurate to the date indicated above. Because many of our customers need this information we have compiled it in a manner that we hope will be convenient to all our customers and enable us to respond promptly to your request.

General Mills strongly encourages and supports your company's commitment to superior quality and food safety systems and is pleased that you have chosen General Mills products.

Please direct all questions to your Customer Management Representative, broker, or General Mills Consumer Services: 1-800-767-5404.

For more information on General Mills, please view our website: <http://www.generalmills.com>

Best Regards,

Christy Strom
Corporate Communication

Reference #: 59378

Product Name & Universal Product Code (UPC)

UPC code: 016000323010

Description: Kids Choice Bowlpak Assortment

Contains the following:

Product Name & Universal Product Code (UPC)

UPC code: 016000117686

Description: Frosted Corn Flakes(R), Bowlpak

Product Name & Universal Product Code (UPC)

UPC code: 016000119437

Description: Golden Grahams(R), Bowlpak

Product Name & Universal Product Code (UPC)

UPC code: 016000294448

Description: Cinnamon Toast Crunch(R), Bowlpak, 25% Less Sugar

Product Name & Universal Product Code (UPC)

UPC code: 016000318793

Description: Apple Cinnamon Cheerios(R), Bowlpak

Child Nutrition Programs - Product Formulation Statement

Please refer to the attached statements.



Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Frosted Corn Flakes @ Bowlpak Code No.: 16000-11768

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

Indicate which Exhibit A Group Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Table with 4 columns: Description of Product per Food Buying Guide, Portion Size of Product as Purchased (A), Weight of one ounce equivalent as listed in SP 30-2012 (B), and Creditable Amount (A ÷ B). Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount, 1.00.

1Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.00 OZ (28g)
Total contribution of product (per portion) 1.00 oz equivalent

I certify that the above information is true and correct and that a 28g/1.00 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

Rose Tobelmann (handwritten signature)

Signature

Rose Tobelmann, MS, RD
Printed Name

Director
Title

8/6/2013 Date 1-800-767-5404 Phone Number



Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Golden Grahams @ Bowlpak Code No.: 16000-11943

Manufacturer: General Mills, Inc. Serving Size 1.0 (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Table with 4 columns: Description of Product per Food Buying Guide, Portion Size of Product as Purchased (A), Weight of one ounce equivalent as listed in SP 30-2012 (B), and Creditable Amount (A ÷ B). Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount, 1.00.

1Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.00 (28g)
Total contribution of product (per portion) 1.00 oz equivalent

I further certify that the above information is true and correct and that a 28g/1.00 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

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Signature

Director
Title

Rose Tobelmann, MS, RD
Printed Name

8/6/2013
Date

1-800-767-5404
Phone Number



Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: 25% Less Sugar Cinnamon Toast Crunch ® Bowlpak Code No.: 16000-29444

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

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Table with 4 columns: Description of Product per Food Buying Guide, Portion Size of Product as Purchased (A), Weight of one ounce equivalent as listed in SP 30-2012 (B), and Creditable Amount (A ÷ B). Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount, 1.00.

1Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.0 OZ (28g)
Total contribution of product (per portion) 1.00 oz equivalent

I further certify that the above information is true and correct and that a 28g/1.0 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

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8/6/2013 Date

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Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Apple Cinnamon Cheerios® Bowlpak Code No.: 16000-31879

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non- creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Table with 4 columns: Description of Product per Food Buying Guide, Portion Size of Product as Purchased A, Weight of one ounce equivalent as listed in SP 30-2012 B, Creditable Amount A ÷ B. Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount 1.00

1 Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.0 OZ (28g)

Total contribution of product (per portion) 1.00 oz equivalent

I further certify that the above information is true and correct and that a 28g/1.0 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

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