



GENERAL MILLS

February 27, 2014

Dear Valued Customer:

On January 26, 2012, the US Department of Agriculture (USDA) Published "The Nutrition Standards on the National School Lunch and Breakfast Program" in the Federal Register. As part of this rule, the USDA requires that half of all grains served at lunch be whole grain-rich beginning July 1, 2012, followed by breakfast on July 1, 2013. By July 1, 2014, all grains served in all school meals must be whole grain-rich.

A serving of whole grain-rich food must meet portion size requirements for the Grains/Breads component as defined in the Food and Nutrition Service (FNS) guidance AND meet at least one of the following\*:

- (a) the whole-grain content per ounce equivalent grain (oz eq) must be at least 8.0 grams or more for Groups A – G. For Groups H and I, the volumes or weights listed in Exhibit A must be met to credit as one oz eq.
- (b) the product includes the following Food and Drug Administration (FDA)-approved whole grain health claim on its packaging. "Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat, and cholesterol may reduce the risk of heart disease and some cancers."
- (c) the product ingredient declaration lists whole grain first. Whole grain must be the primary ingredient by weight (a whole grain is the first ingredient in the list with an exception for water). A grain-based product is also considered whole grain-rich if water is listed as the first ingredient on the ingredient label and a whole grain is listed as the second ingredient on the ingredient label.

\*Per USDA Memo SP 30-2012 from April 26, 2012 titled *Grain Requirements for the National School Lunch Program and School Breakfast Program* the USDA has changed the terminology, serving sizes, and quantities of grain in school meal programs.

Operators have two methods for crediting oz eq grains:

- In the 16g method, operators calculate the exact grams of creditable grain in a finished product. 16g equals 1 ounce equivalent grain. General Mills uses this crediting method for products in Exhibit A, Groups A–G.
- In the *Exhibit A: School Lunch and Breakfast* method, finished products must meet the equivalent minimum weight within the appropriate Group to meet the ounce equivalent grain criteria. General Mills uses this crediting method for products in Exhibit A, Groups H and I.

As of today's date, the General Mills products listed in the following table provide at least 0.5 oz eq grains and either contain  $\geq$  8 grams of whole grain per serving or list whole grain as the first ingredient (with an exception for water as the first ingredient). We certify that products in Groups A-H contain less than 0.25 oz equivalent (or 3.99 grams for Groups A-G or 6.99 grams for Group H) of non-creditable grains. Product information can change at any time. Always refer to product package for current nutrition and ingredient information.

I certify that the above information is true and correct.

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# CEREAL

General Mills uses the *Exhibit A: School Lunch and Breakfast* crediting method for products in Exhibit A, Groups H and I.

UPC	Product Name	oz eq grain	Meets USDA Whole Grain-Rich Criteria	Meets USDA Whole Grain First Ingredient	Serving Size	Pack Size
<b>Bowlpak Cereal</b>						
100-16000-31879-0	Apple Cinnamon Cheerios® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-43056-0	Berry Berry Kix® Bowlpak	0.5 oz eq	√	√	19g	96/0.688 OZ
100-16000-32262-9	Cheerios® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-11815-4	Cinnamon Toast Crunch® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-29444-5	25% Less Sugar Cinnamon Toast Crunch® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-31888-2	25% Less Sugar Cocoa Puffs® Bowlpak	1 oz eq	√	√	30g	96/1.063 OZ
100-16000-11768-3	Frosted Corn Flakes® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-31916-2	Fruity Cheerios® Bowlpak	1 oz eq	√	√	31g	96/1.125 OZ
100-16000-11943-4	Golden Grahams® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-34886-5	Honey Kix® Bowlpak	0.5 oz eq	√	√	28g	96/0.68 OZ
100-16000-11918-2	Honey Nut Cheerios® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-11866-6	Honey Nut Chex® Bowlpak	1 oz eq	√	√	31g	96/1.13 OZ
100-16000-11942-7	Kix® Bowlpak	0.5 oz eq	√	√	17g	96/.625 OZ
100-16000-31917-9	Lucky Charms® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-32263-6	Multi-Grain Cheerios Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-31919-3	Reese's® Puffs® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-31921-6	Rice Chex® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-12392-9	Total® Raisin Bran Bowlpak	1 oz eq	√	√	33g	96/1.19 OZ
100-16000-31923-0	Trix® Bowlpak	1 oz eq	√	√	28g	96/1 OZ
100-16000-31922-3	Trix® 25% Less Sugar Bowlpak	1 oz eq	√	√	28g	96/1 OZ
000-16000-32301-8	Kid's Choice Bowlpak (25% Less Sugar Cinnamon Toast Crunch®, Golden Grahams®, Apple Cinnamon Cheerios®, Honey Nut Chex®, Frosted Corn Flakes®)	see individual bowlpak	√	√	see individual bowlpak	96/1 OZ
<b>Cup Cereal</b>						
100-16000-28931-1	Cheerios® Cup	1.25 oz eq	√	√	39g	60/1.3 OZ
100-16000-28932-8	Cinnamon Toast Crunch® Cup	2 oz eq	√	√	57g	60/2.0 OZ
	Cocoa Puffs® Cup	1.75 oz eq	√	√	50g	
100-16000-28933-5	Honey Nut Cheerios® Cup	1.75 oz eq	√	√	52g	60/1.8 OZ
100-16000-13899-2	Lucky Charms® Cup	1.75 oz eq	√	√	49g	60/1.7 OZ
	Total Raisin Bran Cup	2.5 oz eq	√	√	75g	

# CEREAL

General Mills uses the *Exhibit A: School Lunch and Breakfast* crediting method for products in Exhibit A, Groups H and I.

UPC	Product Name	oz eq grain	Meets USDA Whole Grain-Rich Criteria	Meets USDA Whole Grain First Ingredient	Serving Size	Pack Size
<b>Cup Cereal- Assorted</b>						
100-16000-31079-4	Adult Assorted Cup Pack (Cheerios®, Honey Nut Cheerios®, Cinnamon Toast Crunch®, Total®, Total® Raisin Bran)	see individual cup	√	√	see individual cup	60 count
100-16000-14151-0	Family Assorted Cup Pack (Cheerios®, Cocoa Puffs®, Total Raisin Bran, Honey Nut Cheerios®, Cinnamon Toast Crunch®, Lucky Charms®)	see individual cup	√	√	see individual cup	60 count
<b>Cereal On-The-Go Pouch</b>						
100-16000-17733-5	Cinnamon Toast Crunch® Cereal On-The-Go - Pouch	1 oz eq	√	√	28g	96/1 OZ
100-16000-41574-1	Golden Grahams® Cereal On-The-Go - Pouch	1 oz eq	√	√	28g	96/1 OZ
100-16000-26348-9	25% Less Sugar Cocoa Puffs® Cereal On-The-Go Pouch	0.75 oz eq	√	√	24g	96/0.88 OZ
100-16000-41572-7	Fruity Cheerios® Cereal On-The-Go - Pouch	0.75 oz eq	√	√	24g	96/0.88 OZ
<b>Cereal Crisps</b>						
100-16000-17689-5	Cinnamon Toast Crunch® Crisps - Pouch	1 oz eq	√	√	28g	100/1 OZ
<b>Bulk Cereal</b>						
100-21908-12772-6	Cascadian Farm™ Oats & Honey Granola	2 oz eq	√	√	60g	4/44 OZ
100-16000-11977-9	Cheerios	1 oz eq	√	√	28g	4/29 OZ
100-16000-11813-0	Cinnamon Toast Crunch	1 oz eq	√	√	31g	4/45 OZ
100-16000-13326-3	Corn Chex	1 oz eq	√	√	31g	4/33 OZ
100-16000-11989-2	Golden Grahams	1 oz eq	√	√	31g	4/43.5 OZ
100-16000-11988-5	Honey Nut Cheerios	1 oz eq	√	√	28g	4/39 OZ
100-16000-11965-6	Kix	1 oz eq	√	√	30g	4/25 OZ
100-16000-11998-4	Lucky Charms	0.75 oz eq	√	√	27g	4/35 OZ
100-16000-27111-8	Nature Valley® Granola - Oats 'n Honey	1.75 oz eq	√	√	55g	4/50 OZ
100-16000-13325-6	Rice Chex	0.75 oz eq	√	√	27g	4/33 OZ
100-16000-11963-2	Trix	1 oz eq	√	√	32g	4/32 OZ

## BISCUITS & MIXES

General Mills uses the 16g crediting method for products in Exhibit A, Groups A—G.

UPC	Product Name	oz eq grain	Meets USDA Whole Grain-Rich Criteria	Meets USDA Whole Grain First Ingredient	Grams of Creditable Grain	Pack Size
<b>Pillsbury® Whole Grain-Rich* Frozen Dough Biscuits</b>						
100-94562-32269-1	1.25 OZ Frozen Whole-Grain Rich Mini Biscuit	1 oz eq	√	√	17	210/1.25 OZ
100-94562-32267-7	2.51 OZ Frozen Whole Grain-Rich Biscuit	2 oz eq	√	√	33	216/2.51 OZ
100-94562-32268-4	2.51 OZ Frozen Whole Grain-Rich Easy Split® Biscuit	2 oz eq	√	√	33	216/2.51 OZ
<b>Pillsbury® Whole Grain-Rich* Frozen Baked Biscuits</b>						
100-94562-32272-1	1.0 OZ Baked Whole Grain-Rich Mini Biscuit	1 oz eq	√	√	16	175/1 OZ
100-94562-32271-4	2.0 OZ Baked Whole Grain-Rich Easy Split® Biscuit	2 oz eq	√	√	32	120/2 OZ
<b>Gold Medal® Mix</b>						
100-16000-31529-4	Gold Medal Whole Grain Muffin	1 oz eq/39g	√	√	18	6/5 LB
100-16000-31527-0	Gold Medal Whole Grain Pancake	2.25 oz eq/50g	√	√	38	6/5 LB

# FROZEN BREAKFAST

General Mills uses the 16g crediting method for products in Exhibit A, Groups A—G.

UPC	Product Name	oz eq grain	oz eq meat/meat alternate	Meets USDA Whole Grain-Rich Criteria	Meets USDA Whole Grain First Ingredient	Grams of Creditable Grains	Pack Size
<b>Pillsbury Mini Pancakes</b>							
100-18000-32259-3	Pillsbury® Mini Pancakes Maple Burst'n™	2 oz eq		√	√	32	72/3.53 OZ
100-18000-32261-6	Pillsbury® Mini Pancakes Strawberry Splash™	2 oz eq		√	√	32	72/3.53 OZ
<b>Pillsbury® Mini French Toast</b>							
100-18000-37309-0	Pillsbury® Mini French Toast Cinnamon Rush	2 oz eq		√	√	32	72/2.64 OZ
100-18000-37308-3	Pillsbury® Mini French toast Triple Berry Blast	2 oz eq		√	√	32	72/2.64 OZ
<b>Pillsbury® Mini Waffles</b>							
100-18000-32265-4	Pillsbury® Mini Waffles Maple Madness	2 oz eq		√	√	33	72/2.47 OZ
100-18000-32264-7	Pillsbury® Mini Waffles Blueberry Bash	2 oz eq		√	√	33	72/2.47 OZ
<b>Pillsbury® Frudel</b>							
100-18000-27852-4	Pillsbury® Frudel™ Apple	2 oz eq		√	√	32	72/2.29 OZ
100-18000-27851-7	Pillsbury® Frudel™ Cherry	2 oz eq		√	√	32	72/2.29 OZ
<b>Pillsbury® Mini Cinnis</b>							
100-18000-33686-6	Pillsbury® Mini Cinnis	2 oz eq		√	√	32	72/2.29 OZ
<b>Pillsbury® Sunrise Flatbread</b>							
100-18000-31842-8	Pillsbury® Sunrise Flatbread	1 oz eq	1 Meat/Meat Alt.	√		19	80/2.44 OZ
<b>Old El Paso® Fold 'N Go</b>							
100-46000-48213-9	Old El Paso® Fold 'N Go	1 oz eq	1 Meat/Meat Alt.	√		18	72/2.18 OZ
<b>Pillsbury® Mini Muffins</b>							
100-94562-31872-4	Pillsbury® Mini Muffins Blueberry	1 oz eq		√	√	18	104/1.6 OZ
100-94562-31873-1	Pillsbury® Mini Muffins Chocolate Chip	1 oz eq		√	√	17	104/1.6 OZ

# CHEX PRODUCTS

General Mills uses the 16g crediting method for products in Exhibit A, Groups A—G.

UPC	Product Name	oz eq grain	Meets USDA Whole Grain-Rich Criteria	Meets USDA Whole Grain First Ingredient	Grams of Creditable Grains	Pack Size
<b>Chex® Mix</b>						
100-16000-31934-6	Chex® Hot 'n Spicy (Single Serve)	1 oz eq	√	√	19	60/0.92 OZ
100-16000-31932-2	Simply Chex® Cheddar (Single Serve)	1 oz eq	√	√	18	60/0.92 OZ
100-16000-31933-9	Simply Chex® Chocolate Caramel (Single Serve)	1 oz eq	√	√	16	60/1.03 OZ
100-16000-31937-7	Simply Chex® Strawberry Yogurt (Single Serve)	1 oz eq	√	√	19	60/1.03 OZ
100-16000-46153-3	Simply Chex® Xtreme Habanero Lime (Single Serve)	1 oz eq	√	√	19	60/0.92 OZ

# GRAIN BARS

General Mills uses the 16g crediting method for products in Exhibit A, Groups A—G.

UPC	Product Name	oz eq grain	Meets USDA	Meets USDA	Grams of Creditable	Pack Size
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			Whole Grain-Rich Criteria	Whole Grain First Ingredient	Grains	
<b>Nature Valley® Crunchy Granola Bars</b>						
100-16000-33530-8	Crunchy Oats 'n Honey (Double Bar)	1.25 oz eq	√	√	21	6/26.6 OZ
100-16000-11582-5	Crunchy Oats 'n Honey (Single Bar)	0.5 oz eq	√	√	8	144/0.74 OZ
100-16000-33550-6	Crunchy Peanut Butter (Double Bar)	1 oz eq	√	√	19	6/26.6 OZ
100-16000-11584-9	Crunchy Peanut Butter (Single Bar)	0.5 oz eq	√	√	9	144/0.74 OZ
100-16000-15120-5	Chewy Trail Mix Bar - Fruit & Nut	0.5 oz eq	√	√	8	8/19.7 OZ
100-16000-11590-0	Chewy Chocolate Chunk	0.5 oz eq	√	√	8	120/0.89 OZ
100-16000-11591-7	Chewy Variety Pack: Oatmeal Raisin	0.5 oz eq	√	√	8	120/0.89 OZ
100-16000-11591-7	Chewy Variety Pack: Chocolate Chunk	0.5 oz eq	√	√	8	120/0.89 OZ
<b>Cereal Bars</b>						
100-16000-45576-1	Cinnamon Toast Crunch® Cereal Bar	1 oz eq	√	√	19	96/1.42 OZ
100-16000-45577-8	Cocoa Puffs® Cereal Bar	1 oz eq	√	√	19	96/1.42 OZ
100-16000-31912-4	Fruity Cheerios® Cereal Bar	1 oz eq	√	√	18	96/1.42 OZ
100-16000-31914-8	Team Cheerios® Cereal Bar	1 oz eq	√	√	18	96/1.42 OZ
100-16000-31915-5	Trix® Cereal Bar	1 oz eq	√	√	17	96/1.42 OZ
100-16000-31911-7	Apple Cinnamon Cheerios® Cereal Bar	1 oz eq	√	√	18	96/1.42 OZ
100-16000-31913-1	Golden Grahams® Cereal Bar	1 oz eq	√	√	18	96/1.42 OZ
<b>Oatmeal Bars</b>						
100-16000-45976-9	Betty Crocker Butterscotch Oatmeal Bar	1 oz eq	√	√	16	144/1.24 OZ
100-16000-45977-6	Betty Crocker Chocolate Chip Oatmeal Bar	1 oz eq	√	√	16	144/1.24 OZ
100-16000-45566-2	Betty Crocker Double Chocolate Oatmeal Bar	1 oz eq	√	√	16	144/1.24 OZ
<b>Nature Valley® Crisps</b>						
100-16000-48255-2	Nature Valley™ Crisps Chocolate Chip	1 oz eq	√	√	16	120/0.88 OZ
100-16000-48256-9	Nature Valley™ Crisps Cinnamon	1 oz eq	√	√	17	120/0.88 OZ