**Response 1:**

In consultation with your peers, analyze how General Mills represents and advances the goals of its stakeholders.

Note: I want you to reflect on the above—and I also want you to analyze critically though you will want to consult the library, some websites, and other resources. Cite your sources, and **do** **not copy-and-paste material directly from those resources.**Use direct quotations sparingly, if at all.

Each reply should be two paragraph in length (or about 300 words) and must be substantive in nature. Do not simply say “I agree” or “That is great.” Specify why and be detailed in your explanation. Use research in your responses, minimum of three.

Classmates and Professor,

The regular and basic brands found in the prosperity focused industry as indicated by General Mills is worth $675 million dollars. The association is the third-greatest regular and normal sustenance association in General Mills President, Mr. Ken Powell communicated in his letter to the accomplices how the association bases on straightforwardness by giving updates transversely more than 4 key areas: Prosperity and Wellbeing, Sensibility, Workplace and System (General Mills, 2016).

General Mills additionally has various open doors in its working condition as stipulated. The organization remains on a positive side for acquisitions and mergers and simplicity of section into remote markets. Among the dangers incorporate expanded generation costs because of fuel costs in the market, firm challenge from opponents who incorporate Kellogs, Kraft Foods, Sara Lee and Campbell Soup (McClell, 2012). It is fundamental for General Mills to assess its qualities with the goal that it can kill or take out natural dangers and profit by circumstances. The organization must perceive and chip away at its shortcomings so as not to pass up on chances and with the end goal that dangers are substantially less prone to put the organization in danger.

The goal of General Mills is to make a top-class advancement that will most likely pass on outstanding respects the accomplices. The association has had the choice to verify a couple of characteristic sustenance associations, for instance, Annie's Nourishments (Huddleston, 2014), they got Epic Arrangements and Liberte Yogurt while broadening their brands. The association has had a development in net arrangements by twofold digits from 2016 and has net ideas of $1 billion by 2019 (White, 2016).

So as to appropriately execute a key arrangement, organizations use structure, different control frameworks, and culture. Procedure execution and control are essential in deciding the achievement or disappointment of an actualized arrangement (Cinquini and Tenucci, 2010). General Mills the control frameworks and association's human funding to guarantee the accomplishment of the stipulated key plans. Legitimate usage of vital plans has seen General Mills prevail in different advancements, for example, new brands and innovation.

Brennen Davis

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**REPONSE 2:**

In consultation with your peers, analyze how General Mills represents and advances the goals of its stakeholders.

Note: I want you to reflect on the above—and I also want you to analyze critically though you will want to consult the library, some websites, and other resources. Cite your sources, and **do** **not copy-and-paste material directly from those resources.**Use direct quotations sparingly, if at all.

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Class,

As we have been examining so far in this module, as a major food company, General Mills has tremendous responsibility.  It has the responsibility to provide quality food to its consumers, meet the food regulations of the governments in which it operates, meet the expectations of its suppliers and customers such as a retailers, and be environmentally responsible in the production of its food.  I will dive deeper into how it specifically addresses these responsibilities.

**Suppliers:** General Mills recognizes that the farmers who grow its ingredients to produce its products are integral to its business.  It also understands that it must protect the resources that the farmers rely on.  For example, it has worked with suppliers to improve agricultural practices, reduce greenhouse gas emissions, and improve sustainability (“Creating value,” 2016).  It understands that without these farmers, there are no products.  This is also demonstrates that it understands its suppliers are directly involved in the company’s operations (“What is a stakeholder,” n.d.).

**Employees:** With 39,000 employees in 32 countries, General Mills has a significant responsibility in taking care of its employees. General Mills recognizes the importance of providing a safe environment that allows quality and diversity to thrive.  It also reemphasizes that its employees ensure the company follows environmental responsibility (“Creating value,” 2016).  It has also placed importance on innovation to further enhance its employees.  For example, it brings its employees to finding new ways to improve its products, while initiating philanthropic causes in their communities, and spanning worldwide.  It also trains its employees in leadership, and has reduced injury rates globally (“Our priorities & progress, n.d.).  This is important, as employees expect monetary income, but also expect that the company will have their safety as a priority (“What is a stakeholder,” n.d.).

**Consumers:** In its 2018 Annual Report, General Mills states to shareholders that it is following a Consumer First strategy.  This demonstrates its understanding that it must prioritize consumers in order to compete effectively and grow.  General Mills represents its consumers by continually working to improve nutrition and variety, which its consumers want.  It sees its responsibilities to consumers by providing nutritious foods that people enjoy (“Fiscal 2018 annual report,” 2018).  This also suggests that it recognizes that its primary purpose is to fill consumer needs, and that the consumer expects product quality and value or it will easily go elsewhere (“What is a stakeholder,” n.d.).

**Shareholders:**General Mills stated to shareholders in its 2018 Annual Report that it is following a growth strategy to restore sustainable topline growth, which suggests to me that it is focusing on increasing sales, and prioritizing this over bottom line performance.  It states that it is working on its growth strategy across brands, working to compete effectively, and reshape its portfolio through strategic acquisitions.  This suggests that it has seen areas that it feels it needs to improve on in order to advance shareholder interests (“2018 annual report,” 2018).  It must remember that shareholders expect financial returns (“What is a stakeholder,” n.d.).

**Government:** General Mills recognizes its responsibility to work with governments in the countries it operates and cooperate on governmental concerns.  It names some concerns such as food safety, climate change, food waste, and packaging as some of these responsibilities it is working with regulators and policymakers on.  There isn’t quite as much as I expected in this area because of the governmental interest in food and the environment, but it was briefly discussed in its Global Responsibility report (“Global responsibility report,” 2019).

**Environment and Communities:** As touched on previously, General Mills recognizes its responsibility to the environment through its work with suppliers, governments, employees, and understanding consumer desires.  It releases an annual Global Responsibility report, which is directed at informing its various stakeholders how it performs with care to the environment and communities (“Global responsibility report,” 2019).  I feel this is an effective method of reaching out to stakeholders because it directly addresses their concern for how the company is operating responsibly.  It shows it understands that communities are impacted by its actions across health, safety, jobs, and the environment (“What is a stakeholder,” n.d.).

One area I didn’t see quite as much as I expected was in its vendors and retailers that are also directly involved in its operations and have a direct impact on getting its products to the consumers (“What is a stakeholder,” n.d.).  This is an important stakeholder that General Mills must also focus on.

MarkSia

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**RESPONSE 3:**

In consultation with your peers, analyze how General Mills represents and advances the goals of its stakeholders.

Note: I want you to reflect on the above—and I also want you to analyze critically though you will want to consult the library, some websites, and other resources. Cite your sources, and **do** **not copy-and-paste material directly from those resources.**Use direct quotations sparingly, if at all.

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Classmates,

General Mills represents and advances goals of its stakeholders in multiple ways.  It partners with employees to strengthen and build stronger, resilient, and sustainable communities (General Mills, 2019).  The corporation is involved with volunteering and providing grants to address the needs of the local communities (General Mills, 2019).  Their initiatives are strategic in nature and provide food donations as well.  One of the corporation’s initiatives is the Box Tops for Education (General Mills, 2019).  When the customer purchases items, they can scan their store receipt and earn money towards school supplies.  Schools have earned over $8M through this program, in which they use the proceeds to purchase computers, books, and playground equipment (General Mills, 2019).

Another way in which General Mills represents and advances goals of its stakeholders is when they partner with others that share their same goals.  Some of their collaborations are not limited to, but include Feeding America, The Global Food Banking Network, Xerces Society, and The Nature Conservancy (General Mills, 2019).  The corporation provides professional development, best-practice sharing, and business support services (General Mills, 2019).   General Mills provided training and technical support to small growing food businesses in eight African countries.  They have also worked with CARE to ensure women and girls receive education and training in different cultures around the world (General Mills, 2019).

Terri Bayne

Reference:

General Mills. (2019). General Mills. Making Food People Love. Trading Partners. Retrieved from  <https://www.generalmills.com/en/Company/working-with-us/TradingPartners>

Nikki

**RESPONSE 4:**

Classmates,

General Mills fulfills its commitments to its stakeholders through an aggressive global growth priority plan. This plan establishes the path to effectively compete with competitive brands, acceleration of strategic growth platforms and restructuring the company’s portfolio through acquisitions and the divestment (General Mills, 2018; General Mills, n.d.).

Continuous improvement on efficiency throughout its operational facilities has increased cash flow 28% compared to 2017. Additionally, the growth of Blue Buffalo ran remains a focus growth area and maximizing the company’s portfolio potential. General Mills is also committed to investing in employee development and engagement. Employee focus is also evident through a intensive workplace safety, ethics and diversity programs (General Mills, 2018; General Mills, n.d.; Quick MBA, 2014).

Financially, General Mills is committed to providing optimal returns to its shareholders by increasing sales, earnings-per-share, free cash flow, and segmentation of operating profits. The company back this up with the reported $700 million savings for the fiscal year of 2019 (General Mills, 2018).

Dean Kracke

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**RESPONSE 5:**

In consultation with your peers, analyze how General Mills represents and advances the goals of its stakeholders.

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Professor and Classmates,

            The goal of General Mills is to create a top class growth that will be able to deliver high returns to the stakeholders. The company has been able to procure several organic food companies such as Annie’s Foods (Huddleston, 2014), they purchased Epic Provisions and Liberte Yogurt while expanding their brands. The company has had an increase in the net sales by double digits from 2016 and has net sales of $1 billion by 2019 (White, 2016). The organic and natural brands found in the health focused industry as per by General Mills is worth $675 million dollars. The company is the third largest organic and natural food company in the U.S. General Mills CEO, Mr. Ken Powell stated in his letter to the stakeholders how the company focuses on transparency by providing updates across 4 key areas: Health and Wellness, Sustainability, Workplace and Community (General Mills, 2016).

P.

References:

Huddleston, Tom. (2014). General Mills Stocks up its organic pantry by buying Annie’s. Retrieved on July 28, 2019, from http://fortune.com/2014/09/08/general-mills-expaning-organics-natural-foods-annies/

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## Mark Sia

12 hours ago

Pedro,

            After reading your post, I dove deeper into how General Mills is advancing its shareholders’ interests.  In addition to the acquisitions you mentioned, I also thought it was interesting how General Mills entered the pet food industry with its acquisition of Blue Buffalo.  In its 2018 annual report, it stated to shareholders that this was part of its priority to reshape its portfolio.  It suggested that it found Blue Buffalo as a growing, profitable business that was a good match to enter the pet food category and expand its overall business (“2018 annual report,” 2018).  With $1.3 billion in net sales in 2018, and a leader in natural pet food, this does seem a good match and positive acquisition that matches General Mills’ overall efforts in creating nutritious food.  It will be interesting to see if General Mills continues to expand in this territory given pet owner trends of desiring natural, healthy food for their pets.  It also provides diversification for General Mills as it has seen slowdowns in some of its regular brands in cereals and snack foods.  Shareholders also responded well to its move into pet foods with a stock price growth after the acquisition (Wiener-Bronner, 2018).

            Finally, though General Mills has had to reshape its portfolio, focus on a growth strategy, and institute its Consumer First strategy, it has still shown positive results for its shareholders.  For example, it has had 120 years uninterrupted of paying dividends (“Investor relations,” n.d.).

            I enjoyed your post!

Mark

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RESPOND to ABOVE