



To: House Agriculture and Food Finance & Policy Division  
To: Senate Agriculture, Rural Development, and Housing Finance Committee  
Re: The University of Minnesota Forever Green Initiative (SF 1314 and HF 1492)

February 17, 2023

Dear Members,

I am writing on behalf of General Mills, Inc. to express our strong support for bipartisan legislation to support The University of Minnesota Forever Green Initiative (SF 1314 and HF 1492).

### **The Forever Green Initiative**

The University of Minnesota's Forever Green Initiative is a highly respected research effort designed to develop new, economically viable perennial crops and winter annual crops (cover crops) to boost our environment while providing a stable return for local farmers. We appreciate the Committee's past support of Forever Green, and General Mills strongly supports continued funding for this important crop research initiative. We have made significant contributions of our own to Forever Green over the last several years, including \$1,000,000 through philanthropic giving. Additionally, we have made and continue to make significant commercial investments to make and market products with Intermediate Wheat Grass (Kernza™), including our Cascadian Farm Kernza® cereal, and support research in the Foods and Nutrition Department at the University of Minnesota to investigate the protein and fiber composition of winter Camelina.

### **Good for Farmers, Good for Business**

Integrating perennial and winter annual crops into existing farming systems provides growers with new revenue streams and new marketing options. This has never been more important for Minnesota's farm operators, and for businesses like General Mills, Inc., that rely on the crops they provide. Forever Green crops also offer new opportunities for us to improve the sustainability of our supply chains for all products containing ingredients sources from these new crops. We strongly support legislation to fully fund the Forever Green Initiative and look forward to working with the University of Minnesota to make Minnesota the unquestioned leader in developing more sustainable, profitable, and diversified cropping systems that improve habitat, water quality, climate and soil health while boosting our agricultural economy. We urge you to support this important legislation when it comes before your committee.

Sincerely,

A handwritten signature in black ink that reads 'Steven Rosenzweig'.

Steven Rosenzweig, PhD

Principal Scientist

General Mills, Inc.

Email: [steven.rosenzweig@genmills.com](mailto:steven.rosenzweig@genmills.com)