

November 11, 2008

Ken Powell
Chief Executive Officer
1 General Mills Blvd.
Minneapolis, MN 55426

Dear Mr. Powell:

We greatly appreciate the efforts that General Mills has made toward ending the breast cancer epidemic. Today, we are calling on you to take another step to advance that commitment. Yoplait yogurt is currently made with dairy from cows that have been treated with rBGH. This genetically engineered hormone is unnecessary and unsafe. We ask your company to be a true leader in the struggle against breast cancer, and commit to making all Yoplait products rBGH-free.

The use of rBGH stimulates the production of IGF-1, a naturally occurring hormone in both cows and humans that regulates cell growth, division, and differentiation. Elevated levels of IGF-1 in humans have been associated with an increased risk of breast cancer.

There is already sufficient evidence concerning the health impacts of rBGH to limit its use. Consumer concern has driven Wal-Mart, Kroger, Publix, Starbucks, and Chipotle to either limit its use or completely remove it from their dairy products. The governments of Canada, Australia, Japan, and all 27 countries of the European Union have banned it.

General Mills has the opportunity to present itself as a leader in healthy products, and not an industry laggard. We ask you to join the other companies that have chosen to stop purchasing dairy products that use this hormone. Because Yoplait is such a popular, widely-distributed product, making the switch to rBGH-free will have a profound impact on the market, further increasing the demand for artificial hormone-free dairy. This, in turn, will enable millions of women to choose healthier dairy products. Making your yogurt rBGH-free will also show your consumers how truly committed you are to a world with less breast cancer.

We would welcome the opportunity to speak further with you about this issue, and will follow up with you in a few weeks. We hope you will consider our request, and help make Yoplait a healthier product for all consumers.

Sincerely,

Barbara A. Brenner
Executive Director
Breast Cancer Action

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Founder
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