



GENERAL MILLS

Schedule A

Overall-meets GMCC Standard for Healthy dietary choice - i.e. A+B+(C or D)		Meets Threshold (Y/N)					A:	B:	C: Healthy Criteria Per Labelled Serving										D: Food Servings Targeted for Increased Consumption				
Schedule A	Product	A. Under 175 Calories/sv	B. Maximum 12g sugar Serving	C. Healthy Criteria Per Labelled Serving	D. Foods for increased consumption	Overall-meets GMCC Standard for Healthy dietary choice - i.e. A+B+(C or D)	Calories	12g Sugar/Serv	Fat (g)	Sat Fat (g) + Trans	Cholesterol (mg)	480 max Sodium (mg) for sides & mains 230(mg) Cereal and Snacks	Fibre minimum	5% DV Vitamin A	5% DV Vitamin C	5% DV Calcium	5% DV Iron	Food Group		Limits			
							175 max	max	max	max	max	max	2g	5%	5%	5%	5%	Whole Grains	Vegetables + Fruit	Lower Fat Dairy	Meat Alternatives	Sodium (mg)	2g or less Saturated + Trans Fat
													minimum for at least one category					Half serving minimum for at least one category		480/230** Max	2g Max		
							Calories	Sugar (g)	Total Fat (g)	Saturated Fat + Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Fibre g	Vitamin A (% DV)	Vitamin C (% DV)	Calcium (% DV)	Iron (% DV)	Whole Grains	Fruit and Vegetables	Lower Fat Dairy	Meat Alternatives	Sodium (mg)	Trans Fat (g) and Saturated Fat (g)
G01	Nestle® Nesquik®*	Y	*	Y	Y	**	120	14	1.5	0.2	0	170	1	0	0	10	30	✓				170	0.2
G02	Cinnamon Toast Crunch®	Y	Y	Y	Y	✓	130	10	3	0.3	0	210	1	0	0	8	30	✓				210	0.3
G03	Reese Puffs®	Y	Y	Y	Y	✓	130	12	3.5	0.5	0	180	1	0	0	10	30	✓				180	0.5
G04	Honey Nut Cheerios®	Y	Y	Y	Y	✓	120	10	1.5	0.3	0	180	2	0	0	10	30	✓				180	0.3
G05	Lucky Charms®*	Y	*	Y	Y	**	120	13	1	0.3	0	210	1	0	0	10	30	✓				210	0.3
G06	Chocolate Lucky Charms®*	Y	*	Y	Y	**	120	15	1	0.2	0	160	1	0	0	8	30	✓				160	0.2
G07	Fruity Cheerios®*	Y	Y	Y	Y	✓	110	9	1.5	0.2	0	135	2	0	4	10	30	✓				135	0.2
G08	Fruit Gushers®	Y	Y	Y	Y	✓	90	13	1	0.9	0	40	0	0	20	0	0					40	0.9
G09	Fruit by the Foot®	Y	Y	Y	Y	✓	90	10	1	0.8	0	50	0	0	20	0	0					50	0.8
G10	Fruit shapes	Y	Y	Y	Y	✓	90	14	0	0	0	40	0	0	25	0	0					40	0
G11 (a)	Dunkaroos® Cookies 'n' Creme*	Y	*		*	**	120	13	4.5	2.5	0	100	1	0	0	2	6	✓				100	2.5
G11 (b)	Dunkaroos® Chocolatey Chip	Y	Y		Y	✓	120	12	4.5	2	0	90	1	0	0	2	4	✓				90	2
G11 (c)	Dunkaroos® Cinnamon Graham Cookies*	Y	*		Y	**	120	13	4.5	1.5	0	70	1	0	0	2	2	✓				70	1.5
G12	Fruit Roll-ups®	Y	Y	Y	Y	✓	50	7	1	0.6	0	50	0	0	15	0	0					50	0.6

*Those products noted with an asterisk, will be reformulated to meet the sugar and/or saturated/transfat criteria as needed or cease advertising to children under 12 **by 12/31/08 as described in this Pledge.