



## General Mills' Natural & Organic Operating Unit Joins CRB's Sustainable Food Initiative



And more at [www.GeneralMills.com](http://www.GeneralMills.com)

The Center for Responsible Business (CRB) at Berkeley Haas is thrilled to announce a new partnership with the Natural & Organic Operating Unit at General Mills. The Natural & Organic Operating Unit is comprised of Annie's Homegrown, EPIC, Cascadian Farm Organic, and Muir Glen. The partnership will help accelerate and scale the CRB's Sustainable Food Initiative that serves as a hub for sustainable food entrepreneurship, innovation, and responsible leadership at Berkeley Haas and better connects the business school with the sustainable food efforts across the UC Berkeley campus.

Annie's Homegrown, located in Berkeley, CA, is already a long-time supporter of UC Berkeley and collaborator with the CRB. "Annie's has successfully collaborated with UC Berkeley in the past, and we deeply desire to build upon that work and further bring the business community into the leading discussion

of sustainable food. This partnership with the CRB and their demonstrated capacity to partner across campus achieves just that," says Shauna Sadowski, Head of Sustainability at the Natural & Organic Operating Unit.

"We are thrilled to welcome the Natural & Organic Operating Unit at General Mills and our longtime friends with Annie's Homegrown through this formal partnership. We are particularly excited to benefit from their ongoing strategic guidance as we have committed ourselves at Haas to act as the leading business school to usher in a new era of sustainable food," says Robert Strand, Executive Director of the CRB.

Student support drives all of the CRB's core focus areas and sustainable food has long been a high-demand topic. Faculty Director William Rosenzweig has been teaching courses on corporate responsibility and sustainable food systems at Berkeley Haas for two decades. In that time, he has seen student demand for courses, events, and programming related to sustainable food grow from a niche interest to a priority focus for many MBAs' career goals.

"We've seen this passionate student energy calling for a formal Sustainable Food Initiative. The momentum is coming from the students' voracious appetite to study, learn, and lead in a way that is going to transform the largest industries, businesses, and cultural institutions on the planet. Partnering with the Natural & Organic Operating Unit will allow us to provide those students with the best possible resources and connections to empower them as catalytic leaders in this space," says Rosenzweig.

Berkeley Haas MBA '15 Ali Kelley, Associate Marketing Manager at Annie's Homegrown, reflects on her time as a student looking to enter the food industry: "Haas was the best possible place I could choose to get my MBA. Through all of the food related electives, I was able to deepen my knowledge of the food industry through hands on projects and networking with really passionate, knowledgeable people. Only at Haas could I have such a deep, interdisciplinary experience." The values Kelley learned at Haas are mirrored in her current role at Annie's, making the two institutions naturally aligned partners, "At Annie's we're not satisfied just maintaining the status quo, we need to fundamentally change the food system to leave the planet better than we found it. I'm so excited the CRB is emerging during such a critical time for the food industry."

The Sustainable Food Initiative was formally launched at Berkeley Haas on April 18, 2018. Video of the launch can be viewed on the CRB's YouTube channel [here](#). Questions about the Sustainable Food Initiative may be directed towards CRB Program Manager Emily Pelissier at [epelissier@berkeley.edu](mailto:epelissier@berkeley.edu).

### ABOUT THE NATURAL & ORGANIC OPERATING UNIT AT GENERAL MILLS

The Natural & Organic Operating Unit is comprised of Annie's Homegrown, EPIC, Cascadian Farm Organic, and Muir Glen, all of which produce natural and organic foods. Since joining General Mills in 2014, Annie's has introduced more than 50 new Certified Organic products and doubled the pounds of Certified Organic ingredients purchased each year.

### ABOUT THE BERKELEY HAAS CENTER FOR RESPONSIBLE BUSINESS

Building on 15 years of research, teaching, and industry engagement, the Center for Responsible Business (CRB) brings together students, company leaders and faculty to develop leaders who redefine business for a sustainable future. The CRB, part of the Institute for Business and Social Impact at the UC Berkeley Haas School of Business, inspires students to re-think traditional business practices, envision the roles that they can play in creating change, and obtain the skills to get there.

