



Public-Private Partnership to Improve Food Processing in Africa

Partnership Underscores U.S. Government Initiatives to Address Global Health and Hunger

General Mills, a leading U.S. food company, the U.S. Agency for International Development (USAID) and the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) have launched a public-private partnership that will improve the capacity of small and medium-sized food businesses across sub-Saharan Africa to produce healthy, fortified food products.

The partnership will link the technical and business expertise of General Mills and up to nine additional food companies with up to 200 small and medium-sized mills and food processors in 15 sub-Saharan African countries. The partnership aims to improve the ability of these small and medium-sized enterprises to produce high-quality, nutritious and safe food at affordable prices. The partnership, which could potentially reach a value of \$21 million, will also benefit an estimated 1.6 million smallholder farmers who supply these businesses.

The long-term vision shared by General Mills and the U.S. Government is for the partnership is to engage multiple food companies and food industry-related associations to provide similar expertise to processors in Africa. The core expertise of food scientists, process engineers and operations managers will have a transformative effect on the African agribusinesses, making the beneficiary firms' operations more efficient and expanding their potential markets and product offerings.

The U.S. Government works across agencies addressing health and development to connect General Mills and other partner food companies to the beneficiary small and medium-sized enterprises on the ground. Over three years, the consortium of companies is expected to contribute up to 218,000 labor hours – worth up to \$17 million. General Mills' total contribution is expected to be \$5.4 million, comprised of cash and 65,000 labor hours. The U.S. Government commitment is initially expected to be \$1.8 million, potentially ramping up to \$4 million as more companies join the consortium.

Ensuring Sustainable Health & Development Efforts through Local Ownership

- Through PEPFAR, America supports life-saving antiretroviral treatment for over two million people in Africa. For severely malnourished patients, PEPFAR programs may prescribe therapeutic and supplemental foods to ensure the effectiveness of treatment. Yet, many countries rely on expensive food imports. This partnership will source foods locally, stimulating the local economy, and promoting food security in areas heavily affected by HIV/AIDS.
- A key component of the United States global Food Security initiative is to help countries link small farmers to local markets to increase family income and food security. By improving the manufacturing and business practices of these local firms, this partnership will strengthen that local market for small farmers and will enable the businesses to produce better quality food products at lower costs.





About General Mills

- One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal year 2009 global net sales of US\$15.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales. For more information, please visit www.generalmills.com.

About USAID

- The U.S. Agency for International Development (USAID) is the principal U.S. Federal Agency providing foreign development and humanitarian assistance. The agency's Global Development Alliance (GDA) links U.S. foreign assistance with the resources, expertise and creativity of the private sector as well as nongovernmental organizations. Since its launch in 2001, the Global Development Alliance has changed the way many U.S. international development projects are financed and implemented. USAID has cultivated more than 900 public-private alliances with over 1,700 individual partners to benefit development programming. For more information about USAID and its programs around the world visit www.usaid.gov. For more information on Global Development Alliances, please visit www.usaid.gov/gda/index.html.

About PEPFAR

- The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) was launched in 2003 to combat global HIV/AIDS and is the largest commitment by any nation to combat a single disease in history. Under PEPFAR, the U.S. Government has already committed more than \$25 billion to the fight against global HIV/AIDS. As of September 30, 2008, PEPFAR supported life-saving antiretroviral treatment for more than 2.1 million men, women and children living with HIV/AIDS, compassionate care for more than 10 million people affected by HIV/AIDS, including more than 4 million orphans and vulnerable children, and prevention of mother-to-child transmission programs that allowed nearly 240,000 babies to be born HIV-free. For more information, please visit www.PEPFAR.gov.

Importance of Public-Private Partnerships:

- Recognizing that partnerships are powerful and critical to scaling-up and sustaining programs for the long term, the U.S. Congress authorized PEPFAR to promote public-private partnerships as a priority element of the U.S. strategy to combat the HIV/AIDS pandemic and other global health crises. PEPFAR has fostered public-private partnerships that support and complement its prevention, treatment and care strategies.



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PEPFAR
U.S. President's Emergency Plan for AIDS Relief