

General Mills urges suppliers to cut glyphosate use, citing growing consumer pesticide fears

General Mills, like all companies, needs happy and satisfied customers.

That's why it's asking suppliers, farmers who produce oats, wheat, sugar, soybeans and other commodities, to reduce pesticide use.

"We can see the trends. Consumers want less pesticide in their food," said John Wiebold, General Mills vice president, North American direct material sourcing. "They want less things in their food that shouldn't be there."

The company isn't instructing farmers to use fewer pesticides. Instead, it intends to reduce pesticide use in its supply chain by encouraging farmers to adopt practices like regenerative agriculture, integrated pest management and increasing organic acres.

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"I think what's happening now is science and capabilities are increasing. The ability to detect pesticides, at lower and lower levels in our foods, is there," Wiebold said from the General Mills headquarters in Minneapolis.

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