

GENERAL MILLS INC  
Form 8-K  
January 21, 2010

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

January 15, 2010

General Mills, Inc.

(Exact name of registrant as specified in its charter)

Delaware

001-01185

41-0274440

(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(I.R.S. Employer  
Identification No.)

Number One General Mills Boulevard,  
Minneapolis, Minnesota

55426-1347

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

763-764-7600

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



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**Item 8.01 Other Events.**

On January 15, 2010, the Chief Executive Officer of General Mills, Inc., Kendall J. Powell, established a trading plan in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.

The 10b5-1 trading plan is designed to increase Mr. Powell's holdings of the company's stock and provides for the exercise of stock options that are scheduled to expire in July and September 2010 and January 2011. On each scheduled exercise date under the plan, Mr. Powell will sell a sufficient number of option shares to pay the exercise price, applicable fees and related taxes. Mr. Powell will retain the balance of the shares acquired upon exercise. Each exercise and sale under the plan is scheduled to occur on a pre-determined date outside of the normal trading blackout periods established under the company's insider trading policy.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

General Mills, Inc.

*January 21, 2010*

By: *Roderick A. Palmore*

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*Name: Roderick A. Palmore*

*Title: Executive Vice President, General Counsel and  
Secretary*