

Friendly Ian R  
Form 4  
March 16, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Friendly Ian R

2. Issuer Name and Ticker or Trading Symbol  
GENERAL MILLS INC [GIS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
NUMBER ONE GENERAL MILLS BOULEVARD  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/14/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, COO, US Retail

MINNEAPOLIS, MN 55426

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	03/14/2011		M		65,000 A \$ 24.805	286,775.6004	D
Common Stock	03/14/2011		S		60,937 (1) D \$ 37.0916 (2)	225,838.6004	D
Common Stock	03/14/2011		M		20,000 A \$ 24.805	245,838.6004	D
Common Stock	03/14/2011		S		18,750 (1) D \$ 36.9566 (3)	227,088.6004	D

752 I

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Common Stock				by Child #1 <sup>(4)</sup>
Common Stock	752		I	by Child #2 <sup>(4)</sup>
Common Stock	752		I	by Child #3 <sup>(4)</sup>
Common Stock	12,706		I	by Trust <sup>(5)</sup>
Common Stock	8,288		I	by Trust 2 <sup>(6)</sup>
Common Stock	7,950		I	by Trust 3 <sup>(7)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of S
Non-Qualified Stock Option (right to buy)	\$ 24.805	03/14/2011		M	65,000	12/17/2005 01/17/2012	Common Stock 65
Non-Qualified Stock Option (right to buy)	\$ 24.805	03/14/2011		M	20,000	12/17/2005 01/17/2012	Common Stock 20

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Friendly Ian R			EVP, COO, US Retail	

NUMBER ONE GENERAL MILLS BOULEVARD  
MINNEAPOLIS, MN 55426

## Signatures

By: Christopher A Rauschl For: Ian R  
Friendly

03/16/2011

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Shares were sold pursuant to a 10b5-1 trading plan dated February 11, 2011.
- (2) Represents the weighted average of actual sale prices that range from \$37.00 to \$37.21. Full information regarding the number of shares sold at each separate price is available upon request of the Securities and Exchange Commission or any security holder of the company.
- (3) Represents the weighted average of actual sale prices that range from \$36.90 - \$36.99. Full information regarding the number of shares sold at each separate price is available upon request of the Securities and Exchange Commission or any security holder of the company.
- (4) Shares held in irrevocable trust for the benefit of reporting person's child(ren).
- (5) Held in Trust by the Trustee of the General Mills Savings Plan.
- (6) Held in Trust for which the reporting person's spouse is a trustee and the reporting person's spouse and children are beneficiaries.
- (7) Grantor Retained Annuity Trust for which reporting person serves as trustee and exercises investment and voting control.
- (8) Employee option (right to buy) granted under shareholder-approved stock option plans.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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