

GENERAL MILLS INC
Form 4
July 02, 2013

FORM 4

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

OMB APPROVAL

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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 *
Church John R

(Last) (First) (Middle)

NUMBER ONE GENERAL MILLS BOULEVARD

(Street)

MINNEAPOLIS, MN 55426

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
06/29/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

Executive Vice President

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

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) | (A) or (D) | 5. Amount or Price | 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|------------|---------------------|---|--|---|
| Common Stock | 06/29/2013 | | D | 10,290 | D | \$ 48.53 | 71,273 | D | |
| Common Stock | 06/29/2013 | | M | 10,290 | A | \$ 0 ⁽¹⁾ | 81,563 | D | |
| Common Stock | 06/29/2013 | | G | 10,290 | D | \$ 0 | 71,273 | D | |
| Common Stock | 06/29/2013 | | D | 988 | D | \$ 48.53 | 2,411 | I | by Spouse |
| Common Stock | 06/29/2013 | | M | 988 | A | \$ 0 ⁽¹⁾ | 3,399 | I | by Spouse |

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| | | | | | | | | | |
|--------------|------------|--|---|--------|---|------|--------|---|-----------------------|
| Common Stock | 06/29/2013 | | G | 986 | D | \$ 0 | 2,413 | I | by Spouse |
| Common Stock | | | | | | | 4,442 | I | by Trust <u>(2)</u> |
| Common Stock | | | | | | | 3,033 | I | by Trust 1 <u>(3)</u> |
| Common Stock | 06/29/2013 | | G | 10,290 | A | \$ 0 | 37,845 | I | by Trust 2 <u>(4)</u> |
| Common Stock | 06/29/2013 | | G | 986 | A | \$ 0 | 38,831 | I | by Trust 2 <u>(4)</u> |

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

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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 Securities (Instr. 3 and 4) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Restricted Stock Units | \$ 0 <u>(1)</u> | 06/29/2013 | | M | | 10,290 | 06/29/2013 06/29/2013 | Common Stock | 10,290 |
| Restricted Stock Units | \$ 0 <u>(1)</u> | 06/29/2013 | | M | | 988 | 06/29/2013 06/29/2013 | Common Stock | 988 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Church John R NUMBER ONE GENERAL MILLS BOULEVARD MINNEAPOLIS, MN 55426 | | | Executive Vice President | |

Signatures

By: Christopher A Rauschl For: John R
Church

07/02/2013

__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) Each restricted stock unit is the economic equivalent of one share of General Mills, Inc. common stock.
- (2) Held in Trust by the Trustee of the General Mills Savings Plan.
- (3) Held in Trust for the benefit of the reporting person's spouse by the Trustee of the General Mills Savings Plan.
- (4) Shares held in revocable trusts for the benefit of the reporting person and his spouse. The reporting person and his spouse are trustees of the trusts.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.