### Edgar Filing: Powell Kendall J - Form 4

| if no lo<br>subject<br>Section<br>Form 4<br>Form 5<br>obligat<br>may co<br><i>See</i> Ins<br>1(b). | 2010<br><b>M 4</b> UNITED<br>this box<br>nger<br>to<br>a 16.<br>or<br>Filed pu<br>Section 17 | MENT OF CI<br>ursuant to Secti<br>(a) of the Publ | Washingto<br>HANGES II<br>SECU<br>ion 16(a) of | n, D.C. 2<br>N BENEI<br>VRITIES<br>the Secur<br>olding Co               | 0549<br>FICI<br>ities<br>mpa | AL OWN<br>Exchange<br>ny Act of | e Act of 1934,<br>1935 or Section  | OMB<br>Number:<br>Expires:<br>Estimated av<br>burden hour<br>response | •   |  |  |
|--|--|---|--|---|------------------------------|---------------------------------|--|---|---|--|--|
| (Print or Type   | e Responses)   |   |  |   |                              |                                 |  |   |   |  |  |
| Powell Kendall J Symbo   |  |   | nbol   | ssuer Name <b>and</b> Ticker or Trading<br>ool<br>VERAL MILLS INC [GIS] |                              |                                 |  | 5. Relationship of Reporting Person(s) to Issuer                      |   |  |  |
| (Last)   | (First)  |   | Date of Earliest                               |   | -                            | 5]                              | (Check   | all applicable)   | )   |  |  |
|  |  |   | 3/30/2010                                      |   |                              |                                 | X Director 10% Owner<br>X Officer (give title Other (specify<br>below) below)<br>Chairman of the Board & CEO   |   |   |  |  |
|  |  |   | f Amendment, I<br>ed(Month/Day/Ye              | -   | nal                          |                                 | 6. Individual or Joint/Group Filing(Check<br>Applicable Line)<br>_X_ Form filed by One Reporting Person<br>Form filed by More than One Reporting<br>Person |   |   |  |  |
| (City)   | (State)  | (Zip)   | Table I - Non                                  | -Derivativ  | e Seci                       | ırities Aca                     | uired, Disposed of,  | or Beneficiall  | v Owned   |  |  |
| 1.Title of<br>Security<br>(Instr. 3)   | 2. Transaction Date<br>(Month/Day/Year)  |   | 3.<br>, if Transactiv<br>Code                  |   | ies Ac<br>ed of              | cquired (A)<br>(D)              | · - ·  | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)          | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|  |  |   | Code V   | Amount  | or<br>(D)                    | Price                           | (Instr. 3 and 4)   | (Instr. 4)  |   |  |  |
| Common<br>Stock  | 03/30/2010   |   | М  | 3,636<br>(1)  | A                            | \$ 38.19                        | 183,432.9428   | D   |   |  |  |
| Common<br>Stock  | 03/30/2010   |   | М  | 16,250<br>(1)   | А                            | \$ 34.72                        | 199,682.9428   | D   |   |  |  |
| Common<br>Stock  | 03/30/2010   |   | М  | 4,314<br>(1)  | А                            | \$ 40.47                        | 203,996.9428   | D   |   |  |  |
| Common<br>Stock  | 03/30/2010   |   | S  | 16,253  | D                            | \$<br>71.0388<br>(2)            | 187,743.9428   | D   |   |  |  |
| Common<br>Stock  |  |   |  |   |                              |                                 | 1,606  | Ι   | by Trust $(3)$  |  |  |

#### Edgar Filing: Powell Kendall J - Form 4

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.

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(Instr. 8) | 5. Number of<br>orDerivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amou<br>Underlying Secur<br>(Instr. 3 and 4) |                        |
|---|---|---|---|--|--|--|--------------------|---|------------------------|
|   |   |   |   | Code V                                 | (A) (D)  | Date<br>Exercisable  | Expiration<br>Date | Title   | Am<br>or<br>Nu<br>of S |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 34.72  | 03/30/2010                              |   | М                                      | 16,250   | 08/01/2000   | 09/01/2010         | Common<br>Stock   | 16                     |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 38.19  | 03/30/2010                              |   | М                                      | 3,636  | 06/26/2004   | 07/26/2010         | Common<br>Stock   | 3,                     |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 40.47  | 03/30/2010                              |   | М                                      | 4,314  | 12/18/2004   | 01/18/2011         | Common<br>Stock   | 4,                     |

## **Reporting Owners**

| Reporting Owner Name / Address  | Relationships      |                             |       |  |  |  |
|---|--------------------|-----------------------------|-------|--|--|--|
|   | Director 10% Owner | Officer                     | Other |  |  |  |
| Powell Kendall J<br>NUMBER ONE GENERAL MILLS BOULEVARD<br>MINNEAPOLIS, MN 55426 | Х                  | Chairman of the Board & CEO |       |  |  |  |
| Signatures  |                    |                             |       |  |  |  |
| By: Christopher A Rauschl For: Kendall J<br>Powell                              | 03/31/2010         |                             |       |  |  |  |
| **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 January 15, 2010.

### Edgar Filing: Powell Kendall J - Form 4

- (2) Represents the weighted average of actual sale prices that range from \$71.01 to \$71.09. 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) Held in Trust by the Trustee of the General Mills Savings Plan.
- (4) 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. 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.