



ICL signs strategic partnership agreement with General Mills

17 January 2023 | News

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Israel based ICL, a leading global speciality minerals company, announced it will be the strategic speciality phosphate solutions supplier to General Mills. The long-term agreement will begin in June of 2023 and will initially be focused on supply in North America, with the potential for international expansion.

“Our focus is always on the customer and on delivering best-in-class products, quality and service. We’re pleased General Mills appreciates our efforts and is also dedicated to providing best-in-class products to their customers,” said Phil Brown, president of ICL Phosphate Specialties and managing director of North America for ICL. “We’re looking forward to working with their R&D team to find new ways to support their product development and are excited to turn to our global innovation team for support.”

“As part of our strategy to develop long-term partnerships with key suppliers, we’re excited to work with ICL and leverage their technical expertise to support our business growth plans,” said Sebastiao Pinho, global sourcing director for General Mills.