

SUSTAINABILITY REPORT 2010



ORGANIZATIONAL PROFILE

GRUMA, S.A.B. de C.V. (GRUMA) is a global food company, the world leader in the production, commercialization, distribution, and sale of nixtamalized corn flour and tortillas. It is also an important player in the area of wheat flour and products derived from it, including the whole range of flatbreads: wraps, pita bread, naan, chapatti, pizza base, etc. GRUMA also produces snacks, rice, pasta, condiments, and palm hearts.

GRUMA was founded in 1949 by Roberto González Barrera and by his father Roberto M. González Gutiérrez. The group is currently present in 105 countries in the Americas, Europe, Asia, and Oceania, through its global brands MASECA® and MISSION®. It also has various leading brands in the local markets in which it participates: GUERRERO in the United States; TORTIRICAS® and TOSTY® in Costa Rica; ROBIN HOOD® and JUANA® in Venezuela; and ROSITAS® in Australia, among others.

The company has 95 plants and more than 20,000 employees worldwide. Its head offices are in Monterrey and Mexico City. In 2010, GRUMA generated net sales of US\$3.8 billion, 67% of which came from its operations abroad.



□ CONTENTS

1. GRUMA Worldwide	3
• Operations	3
2. Philosophy	7
• Mission	7
• Vision	7
• Values	7
3. History	9
4. A Message from the Chairman of the Board	13
5. Sustainability Statement	15
6. Stakeholders	16
7. Environmental Pillar	17
• Nixtamalized Corn Flour Production Process	18
- Preparation of Corn Kernels	18
- Preparation of Nixtamal	19
• Water	19
- Treatment of Waste Waters	20
- Reduction in the Discharge of Solid Waste	20
- Reduced Discharge of Waste Water	20
• Greenhouse Gas Emissions	21
• Energy	22
- Static Flour Cooler	22
- Other Important Achievements	22
• Central Laboratory of the Technology Division	23
• Laboratory to Evaluate Tortilla-Making Machinery	23
• Mission Foods and the Care of the Environment	23
- Environmental Policies	23
- Initiatives of the "For a Better Tomorrow" Program	24
8. Economic Pillar	25
• Human Capital Model	26
- Employment	29
- Training	29
• Suppliers	31
• Support Program	31
• Marketing	32
- Product Innovation	32
- Sponsorship	35
Support for Sports	35
Support for the Fight against Breast Cancer	36
Other Support	36

Contents

9. Social Pillar	37
• Internal Social Environment	38
- Quality of Life in the Workplace	38
- Organizational Communications	38
• External Social Environment	39
- Fundación GRUMA	39
Lines of Action	39
Strategic Philanthropy	39
Natural Disaster Aid	40
<i>Torti-móviles</i>	41
Nutre-Fácil Maseca	42
Institutional Strengthening	43
Cultural Support	43
Folk Art Collection	43
Mexican Cuisine as Intangible World Heritage	44
- Patronato para el Fomento Educativo y Asistencial de Cerralvo	45
- Board of Trustees of the Federico Gómez Children's Hospital	46
- Support Provided by GRUMA Worldwidel	47
10. Corporate Governance	48
• Board of Directors	48
• Management Team	49
• Committees	49
- Audit Committee	49
- Business Practices Committee	49
- Associations	50
11. Awards and Distinctions	51
12. GRI Index	52
13. Verification Letter	55
14. Levels of Application	56
15. About This Report	57
16. Contact Data	57

GRUMA WORLDWIDE

- 105 countries



- 95 plants

Plants in the Americas

- United States (26)
- Mexico (34)
- Guatemala (2)
- Honduras (2)
- El Salvador (1)
- Nicaragua (1)
- Costa Rica (5)
- Venezuela (15)
- Ecuador (1)

Plants in Europe

- United Kingdom (2)
- Holland (1)
- Italy (1)
- Ukraine (1)

Plants in Asia

- China (1)
- Malaysia (1)

Plants in Oceania

- Australia (1)

Gruma Worldwide

□ OPERATIONS

Gruma Mexico

In Mexico, Grupo Industrial Maseca, S.A.B. de C.V. (GIMSA) is the leader in the production, distribution, and sale of nixtamalized corn flour under the leading global brand of MASECA®. GIMSA has 18 plants all across Mexico.

The characteristics and quality of MASECA® are fully identified by consumers, thanks to the strong name recognition achieved over the years by its fine, white, standard-texture corn flour, used in the production of tortillas, a staple of every Mexican's diet, and its product portfolio tailored to local tastes and preferences.

MASECA® has given the consumption of tortillas a new boost after a period of stagnation, recovering the image of a healthy, natural, and nutritious food that can be adapted to present-day lifestyles. It has struck down the prejudices that tortillas are fattening or "lower-class."

Molinera de México is the largest wheat flour producer in Mexico, with nine plants strategically located across the country. Through its principal brand, SELECTA®, it covers the demand for white and refined flour all over Mexico.

Productora y Distribuidora Azteca, S.A. (PRODISA) is a producer of corn flour tortillas, wheat flour tortillas, and snacks distributed in retail outlets and convenience stores through three plants and distribution centers located in northern Mexico.

Its most important brand is MISIÓN®, through which it has expanded the portfolio of GRUMA products in Mexico, especially in the category of tortillas, since MISIÓN® tortillas are packaged to stay fresh for several days, while maintaining all of their nutritive qualities, soft texture, and excellent taste.

Gruma United States

Gruma Corporation is the leader in sales and distribution of corn flour and tortillas in the United States. In the corn flour business, MASECA® is its principal brand and the market leader. Six strategically located distribution plants allow for full national coverage to satisfy the demands of industrial, institutional, and retailer clients.

In the tortilla business, Gruma Corporation operates 20 plants across the United States in which tortillas, wraps, taco shells, tostadas and corn snacks are produced. The MISSION® brand is aimed at the general American market, GUERRERO® is targeted at the Hispanic community, and CALIDAD® offers a lower-cost alternative with good value to the general public. These various brands offer options to every kind of consumer in the United States.

Gruma Europe

GRUMA is one of the principal producers of corn flour, tortillas, and flatbreads in Europe.

There are three plants in Europe—two in the United Kingdom and one in Holland—which produce tortillas, corn snacks, and various kinds of flatbread, such as wraps, pita bread, naan, chapatti, and piadinas. The main brand is MISSION®, though GRUMA also supplies products to retailers for sale under their own generic brand names.

In the corn flour sector, plants are operated in the Ukraine and in Italy. In addition to producing corn flour for industrial clients under the global MASECA® brand, they also produce corn grits for use in the brewing and cereal industries.

Gruma Venezuela

In Venezuela, GRUMA has developed a remarkable ability to adapt to the tastes of different and highly demanding gastronomic cultures: in this region, the ancestral Mesoamerican custom of consuming corn in the form of the arepa, the Venezuelan nutritional complement par excellence.

Molinos Nacionales, C.A. MONACA and Derivados de Maíz Seleccionado DEMASECA are the two big companies whose joint operations make GRUMA the second-largest producer of corn and wheat in Venezuela.

Gruma Venezuela operates with five wheat flour plants, five corn flour plants, two rice plants, an oats plant, a pasta plant, a plant for flour mixes, and another for the production of condiments and seasonings. All together these plants cover the demand of twenty-three different states and the capital city, Caracas.

GRUMA's Venezuelan brands are widely recognized for their long tradition in the local market and remain a benchmark in the production of arepas and cachapas. The main brands are ROBIN HOOD® for wheat flour and pasta, JUANA® for corn flour, MONICA® for rice, LA COMADRE® for spices, and MAR AZUL® for tuna fish.

Gruma Central America

GRUMA has twelve production plants in Central America: four for corn flour, three for tortillas, one for rice, two for snacks, and two for palm hearts, distributed around Costa Rica, Guatemala, Honduras, El Salvador, Nicaragua, and Ecuador.

Costa Rica has been called GRUMA's "laboratory," an ideal place in which to develop innovations in products and processes. Corn flour was enriched there with vitamins and proteins and mass coverage marketing programs were tried out. It was in Costa Rica that the first high-volume tortilla production machines were installed and the company's line of snacks was launched there first. Also, two aspects of the business that proved to be fundamental to its global expansion were tested there:

- The development of high-velocity tortilla production machines
- The confirmation that tortillas could be produced, packaged, preserved, and distributed without loss of their properties

Through its subsidiary Derivados del Maíz Alimenticio DEMASA, GRUMA has five plants in Costa Rica that produce corn flour for the MASECA®, MASARICA®, and TORTIMASA® brands, as well as MISSION® and TORTIRICAS® nixtamalized corn tortillas and wheat flour tortillas, TOSTY® snacks and RUMBA® corn snacks, LUISIANA® and ELEFANTE® rice, and LA CIMA® hearts of palm.

In Costa Rica, GRUMA has 2,000 hectares reserved for the cultivation of Pejibaye palms, making it the largest Latin American producer of hearts of palm for the export market. Of its production, 45% is exported to Europe and 45% to the United States and Canada, while the remaining 10% is sold in Latin America and Japan.

In Guatemala, DEMAGUSA has two plants that market corn flour under the MASECA®, MINSA®, and TORTIMASA® brands. In Honduras, GRUMA's subsidiary Derivados de Maíz de Honduras DEMAHSA has one plant that markets corn flour under the MASECA®, MASARICA®, MINSA®, and TORTIMASA® brands and another that produces nixtamalized corn flour tortillas and wheat flour tortillas under the MAYA® brand, both in the industrial city of Choloma. In El Salvador, DEMASAL produces corn flour under the MASECA® and MASARICA® brands. Finally, in Nicaragua, GRUMA has a plant that produces tortillas under the TORTIRICAS® brand and corn flour under the MASECA® brand.

Gruma Asia and Oceania

The Asia and Oceania division produces and distributes corn flour tortillas and snacks, wheat flour tortillas, and flatbreads. Its plants are located in China, Malaysia, and Australia, and its principal brands are MISSION® and ROSITAS®.

In its Chinese, Malaysian, and Australian operations, GRUMA has achieved high standards of quality through uniform processes of installing plants and implementing operational and business data systems.

Research and Technology

Ever since its founding, GRUMA has built the solid structure it now possesses on the twin pillars of research and technological development. In Mexico, corn flour tortillas had always been made in the traditional manner with fresh nixtamal until GRUMA developed the technology required to make from nixtamalized corn flour. This signified a technological leap of five thousand years and led to the complete simplification of the method.

GRUMA's Technology Division continues to carry out research and development in the production of flour, tortillas, and the other derived products that it markets.

This division generates its own technological innovation in the areas of foodstuffs, engineering and processes, equipment design, plant construction, and the sale of machinery to third parties for the production of small volumes of tortillas. It also provides consulting and training services to employees in GRUMA's installations.

PHILOSOPHY

MISSION

To contribute to the quality of life of our customers and consumers in all of the operations in which we participate, offering high-quality products and services suited to their different needs, lifestyles, and cultures, and generating dynamic and profitable long-term growth to create the greatest possible value for our shareholders, through a primary focus on our key business areas: corn flour, tortillas, wheat flour, and flatbreads.

VISION

To be the absolute worldwide leader in the production, marketing, and distribution of corn flour and tortillas, as well as one of the principal producers of flatbreads and processors of basic staple foodstuffs.

VALUES

Long-Term Growth and Vision

Our fundamental objective is to maintain sustained long-term growth that generates increased value for our shareholders.



A Human Focus

For GRUMA, human resources are the most valuable of its assets. We recognize our employees' constant need to improve and to strike a proper balance between their personal and professional lives.

Quality and Customer/Consumer Satisfaction

GRUMA is committed to satisfying its customers and consumers through the continual improvement of its products, processes, and services, and by providing products with the best possible price/value equation.

Social Responsibility

GRUMA is committed to contributing to the social, economic, and environmental wellbeing of the communities in which it operates.

Excellence and Integrity

Our operations and business relations are governed by the highest standards of excellence, ensuring that GRUMA maintains its reputation for quality and integrity.





History

HISTORY



1949

- Roberto González Barrera and his father, Roberto M. González Gutiérrez, establish GRUMA in Cerralvo, Nuevo León, Mexico. Its creation solves the problem of the conservation of nixtamal (processed corn meal) in the production of tortillas, the staple food of the Mexican people. Thus begins a long road toward improving the nutrition of Mexicans
- Molinos Azteca becomes the first plant in the world to produce nixtamalized corn flour. It starts up operations with 45 employees working in three shifts to produce around 150 tons of corn flour per month

The 1950s

- Both the quality and the production process of the nixtamalized corn flour are perfected during this period
- The MASECA brand is born. The name of this revolutionary product is coined by Roberto González Barrera from two words in Spanish: masa 'dough' and seca 'dry,' which is to say, 'dehydrated corn flour'
- A second plant is built in Acaponeta, Nayarit. The operation of this plant represents two fundamental challenges: to achieve efficient, uniform industrial production, and to persuade clients and distributors to accept corn flour as a raw material for their foodstuffs, principally tortillas

The 1960s

- A period of nationwide expansion for GRUMA. Seven new corn flour mills are established
- MASECA begins to position itself as a quality staple food product
- Considerable technological development

The 1970s

- The internationalization of GRUMA begins. Operations start up in Costa Rica in 1973
- At mid-decade, GRUMA arrives in the United States, acquiring the Mission Foods plant in California
- TECNOMAÍZ, S.A de C.V. is founded. Through this subsidiary, GRUMA begins to design, manufacture, and sell machinery for the production of tortillas and corn flour snacks

The 1980s

- GRUMA acquires ten plants in the United States
- GRUMA's first corn flour mill in the United States is built in Edinburg, Texas, under the name Azteca Milling
- The GUERRERO brand, much appreciated by the Hispanic population in the United States, is acquired
- By the end of the decade, GRUMA has consolidated its position as an international company

The 1990s

- In 1990 GRUMA constructs a megaplant for tortilla production in Los Angeles, California. It is now the largest in the world, with a daily production capacity of 14 million units
- GRUMA's production level allows it to strengthen its presence in Central America, as it expands its operations into Guatemala, El Salvador, Honduras, and Nicaragua
- GRUMA enters the South American market, acquiring Molinos Nacionales (MONACO), the second-largest producer of corn and wheat flour in Venezuela, and consolidating its position as an important food company with leading brands
- In 1994 an Initial Public Offering of GRUMA shares is made on the Mexican Stock Exchange (Bolsa Mexicana de Valores, or BMV)
- In 1998 GRUMA shares are listed on the New York Stock Exchange under the ticker symbol GMK



2000

- After maintaining commercial relations for the sale of tortillas from the United States, GRUMA establishes its first tortilla plant in Europe, in the city of Coventry in England
- With its famous wraps, it gains the preference of British palates



2004

- Encouraged by its success in the United Kingdom, GRUMA decides to expand its business in Europe, acquiring a small wheat flour tortilla factory in Holland and a corn flour mill in Ceggia, Italy, near Venice



2006

- Following an exhaustive analysis, GRUMA enters the Asian market with the establishment of a wheat flour tortilla plant in Shanghai, China, becoming the Mexican company with the largest investment in that country
- Pride Valley Foods is acquired in Seaham, England, and the conquest of the flatbread market begins
- In the Oceania region, GRUMA acquires Rositas Investments, which produces wheat flour tortillas and corn chips for the Australian market



2007

- Construction begins on a new plant in Melbourne, Australia, under the name OZ-Mex, which produces wheat flour tortillas and corn flour taco shells
- In order to strengthen its Asian presence, GRUMA acquires a plant specializing in flatbreads (pita bread, pizza base, naan, and wheat flour tortillas) in Malaysia



HISTORY



2008

- GRUMA launches a range of social and environmental initiatives. In Mexico, the Sustainable World Program promotes reforestation projects, environmental awareness campaigns, and entertainment events focused on reducing waste through the reuse and recycling of materials. In the United States, Mission Foods launches an environmental initiative to install energy-efficient lighting and equipment in some of its plants. In Europe, Mission Foods supports various non-profit organizations dedicated to aiding needy sectors of the population through fund raising and food donations
- GIMSA, Molinera de México, and PRODISA, the three companies that make up Gruma México, receive recognition as Socially Responsible Companies from the Mexican Center for Philanthropy (Centro Mexicano para la Filantropía, or CEMEFI)
- In response to the growing trend of obesity in the United States, Mission Foods introduces its Life Balance line under the MISSION brand. On the other hand, GRUMA launches CALIDAD brand, a low-price brand to support low income consumers economy



2009

- The MISSION brand is launched in Australia with an attractive portfolio of products
- A plant with state-of-the-art technology is inaugurated in Australia
- GRUMA sets a new sales record in its history
- GRUMA receives the Global Business Excellence award granted by the magazine World Finance
- GRUMA celebrates its 60th birthday



2010

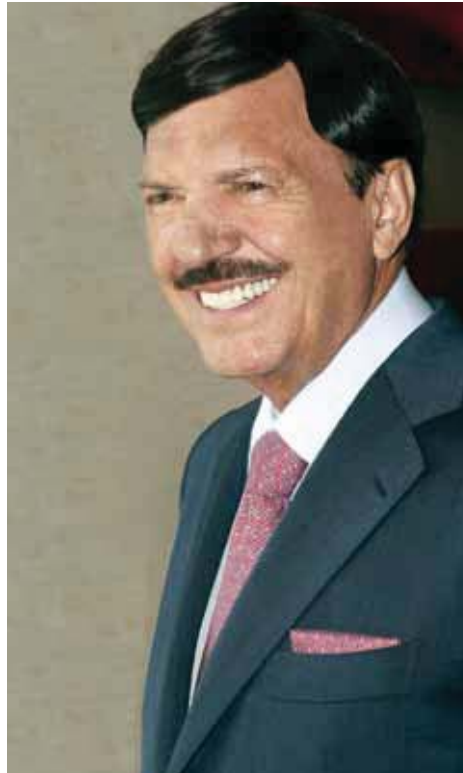
- In Panorama City, California, GRUMA inaugurates a plant specially designed to comply with the highest standards in sustainability and care of the environment. The plant's technology ensures the efficient use of energy, water, and residues and reduces harmful emissions in both the industrial and administrative areas of the new installations, which are equipped with solar panels and water and energy savings systems
- In the United Kingdom, MISSION brand launches its Flatbreads of the World line, strengthening GRUMA's position in the production of flatbreads
- A plant to produce corn grits and flour with installed annual capacity of 65,000 tons is acquired in Altera Ukraine
- GRUMA is the official sponsor of the 2010 World's Fair held in Shanghai, in which 57 international organizations and 192 different countries participate. Mexican cuisine is promoted through the MISSION brand in the Mexican pavilion

A MESSAGE FROM THE CHAIRMAN OF THE BOARD

Ever since the founding of GRUMA, more than sixty years ago, we have sought to be a company that fosters the integral development of Mexico and of the communities in which we are present, helping those who have least, implementing environmentally-friendly processes, creating jobs, and favoring training and progress, all without neglecting the continual growth of our company.

GRUMA is a global food company with a clear vision of sustainability in all its operations. We conceptualize this principle as the satisfaction of the needs of our customers, employees, shareholders, and the community, guided by strict ethical standards, in compliance with regulations, and with a long-term vision that combines economic and social development with the care of the environment, a fundamental aspect of our competitiveness.

GRUMA's focus on sustainability goes from the farmer's fields to the dinner tables of our consumers, and our sound corporate governance practices are a pillar of our sustainability.



ROBERTO GONZÁLEZ BARRERA
Chairman of the Board of Directors

GRUMA is a pioneer in the development of equipment which has not only improved production processes but is also designed to generate ecological advantages in five major areas:

- Reduction in gas consumption
- Lower consumption of drinking water
- Reduced greenhouse gas emissions
- Smaller discharges of solid waste
- Reduction in the discharge of waste water

We maintain close collaboration with all of our suppliers, under strict principles:

- Ethics
- Support
- Long-term relations
- Preference for local suppliers

We innovate constantly, operating along five axes that gauge global trends in consumer preferences and product demand:

- Pleasure
- Health
- Wellbeing
- Convenience
- Ethics

In addition to all this, we have created Fundación GRUMA, whose fundamental aim is to promote and support non-profit institutions and persons in Mexico engaged in projects of importance to society that improve the living conditions of the most vulnerable social groups and contribute to a wider knowledge and deeper understanding of Mexican culture. The Foundation also responds rapidly to the urgent needs of communities affected by natural disasters.

In 2010, Hurricane Alex severely affected a large number of communities in the states of Coahuila, Nuevo León, and Tamaulipas. In order to provide immediate aid, we made economic contributions to the state governments for the reconstruction of the communities affected.

In situations of this kind, moreover, we have always helped the communities involved through GRUMA products, including fresh tortillas to accompany their meals. This has been achieved through our mobile tortilla outlets (our Torti-móviles, or "tortilla-mobiles"), which are completely self-sufficient in producing 90 kilos of warm tortillas per hour, or some 2.1 tons of warm tortillas in a 24-hour period.

Finally, it is important to point out that one of Mexico's main health problems is its high rate of children's malnutrition. By joining forces with the government in its effort to lower these rates, Fundación GRUMA and Fundación Banorte have collaborated in developing the food supplement Nutre-Fácil Maseca.

Nutre-Fácil Maseca contributes significantly to fulfilling the Daily Recommended Intake of carbohydrates, fiber, protein, vitamins, and minerals for children. Through this product, GRUMA has contributed its "grain of flour" to improving the nutritional conditions of Mexican children in needy economic circumstances.

Every day, ten thousand children in several Mexican states with high malnutrition rates are benefited by this food supplement. To the present date, more than four million packages have been distributed, and we intend to continue this support to those who represent the future of our country: its children.

As responsible corporate citizens, at GRUMA we will continue collaborating to achieve a better future and will continue working on behalf of sustainability in Mexico and in all the operations in which take part.



Roberto González Barrera
Chairman of the Board of Directors

SUSTAINABILITY STATEMENT

GRUMA conceptualizes sustainability as the satisfaction of the needs of its customers, employees, shareholders, and the community in the framework of strict ethical standards, compliance with regulations, and a long-term vision that combines economic and social development with the care of the environment as a fundamental aspect of its competitiveness.

□ DIMENSIONS OF GRUMA'S SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Since its beginnings, more than 60 years ago, GRUMA has been a Socially Responsible Company concerned with contributing positively to its social and economic environment, focusing its commitment on four key pillars worldwide:



Stakeholders

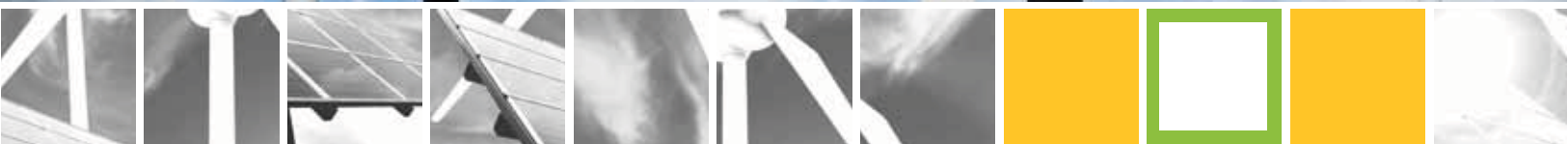
STAKEHOLDERS

The most relevant factor in determining stakeholders is their degree of influence on the present and future development of the company. All areas of the company participate in determining them, with the help of studies of various kinds and the long experience of the company itself.

For GRUMA it is essential to understand the expectations of its different stakeholders, since they constitute a fundamental aspect of its sustainability. In order to achieve this, the company has developed a complete communications strategy based on studies of organizational climate, investors' perceptions, and customer satisfaction, among other factors.

The company maintains close relations with its various stakeholders, in which co-responsibility, permanent communication, respect, mutual understanding, and willingness to listen and comprehend are the norms to be followed.





Enviromental Pillar

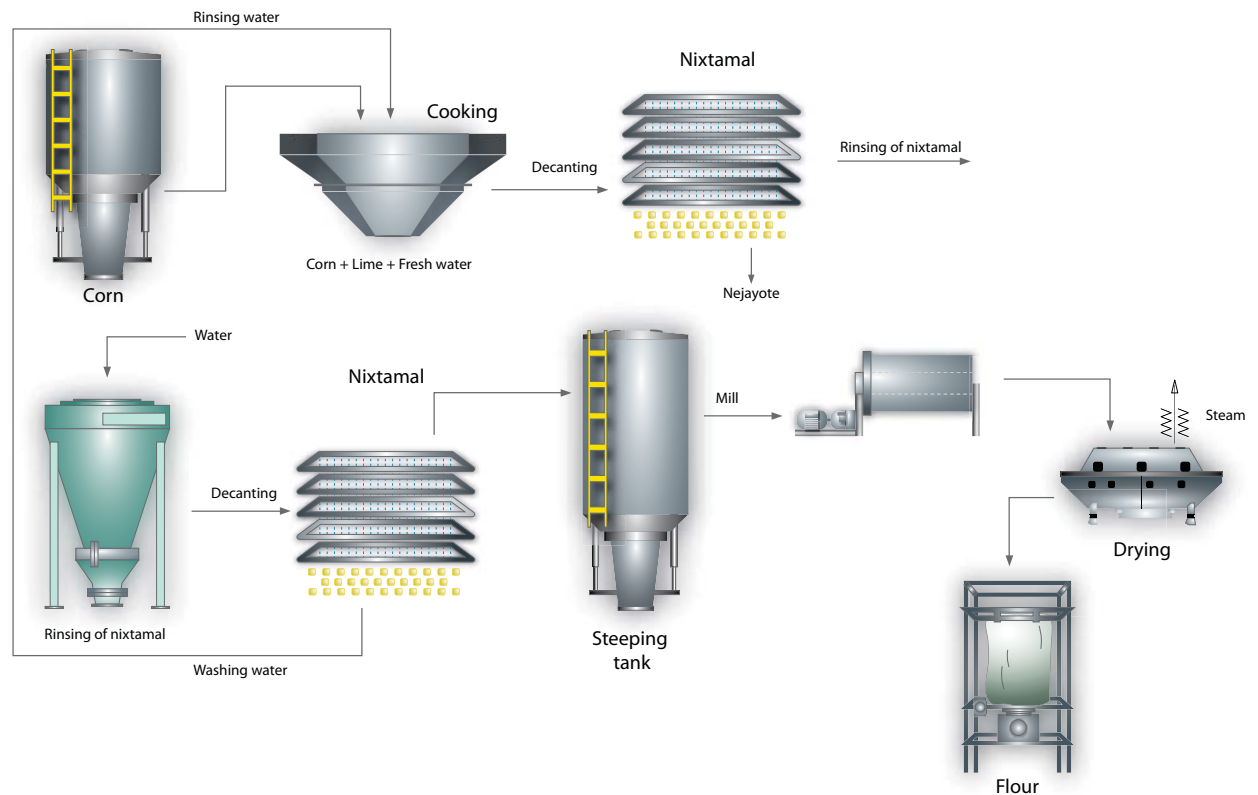
ENVIRONMENTAL PILLAR

Committed to the environment, GRUMA has developed processes and equipment with enhanced ecological advantages and carries out actions that contribute to reducing its environmental impact.

GRUMA is a pioneer in the development of equipment that, in addition to improving production processes, is also designed for greater ecological advantages, achieving reductions in five main areas:

1. Consumption of drinking water
2. Gas consumption
3. Greenhouse gas emissions
4. Discharge of solid waste
5. Discharge of waste water

□ NIXTAMALIZED CORN FLOUR PRODUCTION PROCESS



Preparation of the kernels of corn

- Kernels are transported directly to plants where they will be transformed into corn flour
- Quality analyses are performed so that the final product adheres to the standards established by the authorities in the corresponding region

- Corn kernels are stored in silos with controlled temperature and humidity in order to prevent the development of microorganisms and to maintain the corn in optimal conditions
- Before processing begins, impurities and fragmentary kernels are removed

Preparation of nixtamal

- The selected corn kernels are mixed with lime and water and placed in large containers in which the proportion of lime and the quality of the water can be monitored
- The kernels of corn are nixtamalized through the injection of steam to reduce cooking time
- The resulting nixtamal is rinsed and the residual water is separated for treatment
- The nixtamal is left to steep
- The nixtamal is ground and dried at 200°C to produce nixtamalized corn flour
- The flour is cooled by movement, vitamins and minerals are added, and the flour is transported to the packaging area
- Samples are taken for quality analysis
- The nixtamalized corn flour is packaged in various presentations for storage

□ WATER

In 1968 GRUMA developed its continuous cooking and washing process for the production of nixtamalized corn flour. Since then, water consumption has been significantly lower in comparison with the traditional nixtamalization process in low-capacity mills. Also, GRUMA has increased efficiency and production capacity and reduced the loss of corn solids in its discharges of waste water.



In recent years, GRUMA has evolved and created new technology that makes for even greater water savings in its continual process. In this way it has further reduced both loss of corn and energy consumption, and has increased the yield of flour per ton of processed corn.

GRUMA's technology for the preparation of corn flour generates savings of 67% in the consumption of fresh water. This quantity would be sufficient to supply a community of 162,500 inhabitants with drinking water for a full year.

Treatment of Waste Water

GRUMA is self-sufficient in the design and manufacture of equipment for its processes. One of the systems it has developed is designed to treat the residual water from the cooking process (nejayote).

The Technology Division has developed two water treatment methods:

- a) Lagoon systems in agricultural areas with treated water for irrigation purposes (filtering, centrifugation, hydrolysis, anaerobic and aerobic fermentation, and clarification).
- b) "Compact" process with treatment equipment such as anaerobic and aerobic fermentation tanks, clarifiers, and centrifugal separators to discharge waste water into the municipal drainage system.

Most of the MASECA flour production plants are located in rural areas near small towns. These plants have water treatment systems that use reservoirs lagoon systems combined with crop irrigation.

The crops cultivated include those that tolerate irrigation water with a high alkaline content, such as Bermuda grass hay for fodder.

Reduction in the Discharge of Solid Waste

GRUMA's current production process has significantly reduced problems with domestic drainage, as a result of its 83% reduction in the discharge of solid waste, equivalent to the annual sanitary waste of a community of 5.08 million inhabitants.

Reduced Discharge of Waste Water

GRUMA technology has reduced the discharge of waste water by 70%, preventing 6 million cubic meters of waste water (with a 3.1% solid waste content) from entering the drainage system.

In order to reduce still further the discharge of waste water, GRUMA is implementing new technology in its processes.

At its plant in Evansville, Indiana, discharges have been reduced by 88% in comparison with traditional nixtamalization processes.

The Evansville plant processes 600 tons per day with its new technology and consumes 0.65 cubic meters of fresh water per ton of production, generating savings of 2,310 cubic meters per day, equivalent to one year's drinking water for a community of 16,500 inhabitants.

□ GREENHOUSE GAS EMISSIONS

GRUMA has developed its own equipment, such as wet scrubbers, to control and reduce greenhouse gas emissions, thus contributing to a cleaner atmosphere. As a result of the installation of this equipment to reduce emissions of particulate matter, energy savings were also achieved through the reuse of hot water.

At the plant in Evansville, Indiana, it was necessary to install a hybrid system that combines lagoons with compact equipment. It even covers two reservoirs where biogas (methane) is produced to heat the water during the winter and to maintain the efficiency of the reservoirs with equipment designed and built by GRUMA's Technology Division.

Through the current process for producing nixtamalized corn flour, discharges of waste water have been cut in half. The discharges from all of our plants are within the regulatory limits in place in both Mexico and the United States.

Through the energy savings in its corn cooking process, GRUMA technology reduces greenhouse gas emissions by 128 million kilos of carbon dioxide, equivalent to the amount produced by 49,000 new cars circulating at a speed of 80 kilometers per hour for two hours a day, every day of the year.



GRUMA has developed its own equipment to contribute to a cleaner atmosphere.



□ ENERGY

GRUMA has also developed and installed heat recovery systems to save energy in its flour drying process. Through the installation of air cleaners and heat recovery equipment, the company has fully complied with the regulations of the US and Mexican governments.



Static Flour Cooler

This new flour cooler, without movable parts, was designed and manufactured to replace the rotating coolers in the corn flour plants. Its main advantages are 60% savings in investment costs and 60% reduction in cooling time. This makes for safer and more hygienic operations. The new system also generates important savings in maintenance and energy costs.

Other Important Achievements:

- GRUMA's Technology Division has developed a heat recovery system that lowers gas consumption in its tortilla and corn chip production ovens, thus reducing greenhouse gas emissions
- The installation of supervisory control and data acquisition (SCADA) systems in production equipment to monitor the efficient use of energy
- Greenhouse gas emissions are monitored to comply with environmental standards in all of its production units

The GRUMA process makes for savings of between 40% and 50% in the use of gas for cooking corn, compared to the traditional process. Given GRUMA's enormous production volume, these savings would be enough to supply the annual energy needs of 557,000 households, or approximately one million people.

□ CENTRAL LABORATORY OF THE TECHNOLOGY DIVISION

- This laboratory has developed specific methods to perform analyses of corn, nixtamal, and flour, as well as GRUMA products such as tortillas, tostadas, corn chips, and others
- Raw material and flours produced in GRUMA plants can also be analyzed, and support is given to research and development
- The data generated by these analyses is fed into the corporate information system, allowing the information to be accessed in real time
- In this way, fast and virtually independent responses can be given to the analysis requests of the research and quality control areas



□ CERTIFIED LABORATORY TO EVALUATE TORTILLA-MAKING MACHINERY

- The Technology Division has a laboratory with certification by the Mexican Accreditation Agency (Entidad Mexicana de Acreditación, or EMA) to evaluate the gas and electricity consumption efficiency of the tortilla-making machinery
- The laboratory monitors compliance with NOM-019-ENER-2009 (the standard for the thermal and electrical efficiency of tortilla-making machinery)
- This contributes to a cleaner environment, not only for GRUMA, but also for other manufacturers of tortilla-making machinery

□ MISSION FOODS AND THE CARE OF THE ENVIRONMENT

Mission Foods is a leader in applying its people's talents to the creation of efficient use of resources, optimal business systems, value for investors, and environmental benefits for a positive and lasting future.

Consistent with the GRUMA philosophy and engaged with ecological aspects, in the United States Mission Foods has established a long-term sustainability strategy. To this end it created a Sustainability Committee that develops environmental policy and sets goals in the "For a Better Tomorrow" program.

Environmental Policies

- To comply with the laws and regulations applicable to it as a sustainable company
- To consider and evaluate potential environmental impact in day-to-day business decisions

Environmental Pillar

- To conserve the company's natural resources, to recycle, to reduce and control pollutants in order to achieve clean air and water, and to reduce waste
- To minimize the carbon footprint (environmental impact) of the company's operations and products
- To make efficient use of energy and materials while seeking out and implementing renewable energy sources
- To implement systems of environmental administration and risk management in order to identify windows of opportunity and comply with obligations
- To review on an annual basis the company's performance in its application of sustainability policies
- To define goals for continual improvement and to monitor new regulations that can be implemented as a part of its sustainability initiatives
- Mission Foods is committed to communicating these policies efficiently and clearly in the communities where it operates
- Mission Foods understands its social responsibility to aid the community and to strive for social and environmental balance

Initiatives of the “For a Better Tomorrow” Program

- Water conservation
- Intelligent use of energy
- Reduction of solid waste
- Environmental initiatives
- Sustainable (biodegradable/recyclable) packaging
- Social responsibility

As part of these actions, the plant in Panorama City has been built with the most advanced technology currently available. It is the first plant in the tortilla industry which uses solar energy and has been granted LEED Gold Certification for Sustainability.

- Some of its green attributes include:
 - Reduced use of drinking water
 - Optimization of the energy functions
 - Better refrigeration practices
 - Reuse of existing construction materials
 - Local and recyclable construction materials
 - Low-emission construction materials
 - Better ventilation
 - Actions for optimizing thermal comfort





Economic Pillar

ECONOMIC PILLAR

Constant investment and a clear growth strategy have made GRUMA a global food company that generates economic value with human sensitivity.

- P\$27,307,720 invested in training
- 20,352 employees
- 2,509 training courses
- 279,968 hours of training

□ HUMAN CAPITAL MODEL



GRUMA has established a series of values as part of its organizational culture, strategic plan, and code of ethics. Its personnel plays a central role in these.

The management model of its human resources is called the GRUMA Human Capital Model, defined as a strategy to ensure the attraction, retention, commitment, and development of the human capital of GRUMA in a climate of effectiveness and organizational wellbeing.

These initiatives of attraction, retention, development, and commitment offer numerous benefits to our company and its personnel, including the following:

- An organizational climate of trust, motivation, and productivity
- Integration and a sense of belonging to the company on the part of employees and their families
- Career opportunities and personal savings
- Quality of life in the workplace
- The development of abilities, skills, and performance on the part of personnel
- Recognition for loyalty and effort
- Commitment to the community and social wellbeing

In the area of compensation, GRUMA seeks mechanisms that make it possible to offer its personnel salaries that are both competitive within the market and fair in terms of the skills and responsibilities of those receiving them. This contributes to the attraction and retention of human talent, through the support of projects and processes such as the following:

- Annual salary increases and reviews
- Constant updating of job descriptions and valuations in order to make additional adjustments to salaries
- Market surveys to ensure a competitive ranking in terms of salaries and employee benefits
- Annual reviews of collective contracts
- Positioning among the best-paying companies in the market
- Competitive benefits

Personnel retention is a matter of great importance to GRUMA. In order to achieve it, the actions of employees are aligned with meeting the group's strategic goals for profitable growth. The aim is to maintain a high degree of commitment among employees. The plan developed to achieve this objective includes:

- A performance bonus plan
- Variable remuneration plans based on results
- A seniority recognition program

The B2E (Business to Employee) system offers employees a large number of services. The system is operated online through the Human Resources department with a view to increasing employees' efficiency, satisfaction, and sense of community/belonging within the organization.

From their personal computers, employees can access the following services:

- Payroll receipts
- Letter and application formats
- Requests for vacations
- Changes of beneficiaries
- Car insurance
- Scholarship/grant applications
- Training courses
- Requests for company cars (executive personnel)

As a socially responsible company, GRUMA seeks both to be and to be perceived as a creator of value and generator of wellbeing that promotes the common good. Some of its most important projects include:

- Participation of students in the company's professional practices or social service programs
- Hiring of personnel with different abilities
- Support to the communities in which we operate



For GRUMA,
human
resources
are its most
valuable
assets.

- Contributions to social assistance institutions
- Natural disaster aid
- Alliances with public and private social organizations
- Local volunteer support by employees in times of need
- Economic aid and donations in kind to victims of natural disasters worldwide

The Human Development area analyzes, defines, and satisfies the needs of employees, helping them to meet the goals outlined in the Group's Human Capital Model. In this way, employees are encouraged to improve, even as quality processes are perfected. Through its human resources strategies, the GRUMA culture is strengthened. Efficiency and productivity are enhanced and both commitment and motivation are fostered among the personnel, in the aim of offering added value to customers and shareholders.



Some of the actions carried out include:

- Reviews and updating of organizational structures that allow for a proper life/work balance and contribute to developing employees' skills and potentials, while at the same time increasing efficiency
- An annual organizational climate survey
- Policies, procedures, and regulations to standardize human resource processes
- The establishment of the GRUMA Code of Ethics (in which all employees receive training) and of the Complaint System

The performance of our personnel and their contribution to achieving company aims are monitored, in order to align the company's strategic objectives with individual goals and so ensure their fulfillment, through a performance evaluation system that permits feedback and commitments to improvement. This system is designed to implement training plans and programs and is taken into account when considering salary increases.



Employment

For more than sixty years the management of GRUMA has understood that the company's employees are the key to its development. An enormous effort has been made to create a source of steady, well-paid employment that fosters the integral development of the person.

In 2010 GRUMA employed a total of 20,352 people in its offices and plants.

Training

TRAINING	2010
Investment (Mexican pesos)	P\$ 27,307,720.52
Number of persons trained	20,352
Number of courses	2,509
Number of training hours	279,968

In the area of employee education and training, GRUMA's organizational learning platform facilitates the development of skills at all levels, fostering the capitalization of knowledge through specific plans and programs for the development of human talent in the organization.

The resources used toward this end are:

- Live and online training programs for personnel
- Induction and Ethics courses, both live and online
- Courses in the 7 GRUMA Leadership and Management Skills
- Live and online English classes
- Post-graduate programs

INVESTMENT IN TRAINING 2010

REGION	TOTAL
Gruma Mexico	\$ 24,379,116.40
Gruma Central America	\$ 2,624.01
Gruma Venezuela	\$ 14,497.93
Gruma USA *	-
Gruma Europe	\$ 2,653,671.05
Gruma Asia & Oceania	\$ 257,811.13
TOTAL	\$ 27,307,720.52

NUMBER OF PARTICIPANTS 2010

REGION	TOTAL
Gruma Mexico	6,218
Gruma Central America	1,972
Gruma Venezuela	989
Gruma USA	6,396
Gruma Europe	735
Gruma Asia & Oceania	4,042
TOTAL	20,352

NUMBER OF COURSES 2010

REGION	TOTAL
Gruma Mexico	1,582
Gruma Central America	452
Gruma Venezuela	122
Gruma USA	57
Gruma Europe	44
Gruma Asia & Oceania	252
TOTAL	2,509

HOURS OF TRAINING 2010

REGION	TOTAL
Gruma Mexico	85,286
Gruma Central America	42,458
Gruma Venezuela	26,768
Gruma USA	31,980
Gruma Europe	16,516
Gruma Asia & Oceania	76,960
TOTAL	279,968

* Training in the US division is given by internal instructors and does not therefore require additional investment.

□ SUPPLIERS

GRUMA maintains a close relations with all its suppliers, under strict principles:

- Ethics
- Support
- Long-term relationships
- A preference for local suppliers

The following criteria are used to determine which suppliers it will work with: quality, price, reliability, experience, and social responsibility.

□ SUPPORT PROGRAM

Special care is given to the supply of corn, GRUMA's basic material, which by its nature involves particular factors such as quality for human nourishment, agricultural development, reliability, and fair trading practices. As a way of reaffirming its commitment to the integral development of the value chain, GRUMA seeks constantly to empower the talents of its principal suppliers: the Mexican growers who supply the basic grains for its products. With these suppliers there exists a sustainable relationship based on principles of social responsibility, through synergies and non-zero-sum ("win/win") negotiations.

Work is articulated around four axes:

- Communication and training
- Creation of value chains
- Fair trading practices
- Social responsibility actions



Among the most significant actions that have been carried out are the following:

- Establishment of communication programs designed to improve the quality of the corn
- Organization of training workshops under an agricultural contract program. Through this program GRUMA participates in the marketing of products, giving producers the certainty that their grains will be sold and guaranteeing both transparency in pricing and prompt payment
- Establishment of experimental corn and wheat fields to try out varieties with improved yields or quality in different regions of Mexico
- Fostering the development of growers through the use of technologies that increase profits
- Integration of growers into corn and wheat projects that generate value for both the company and the producers

□ MARKETING

GRUMA seeks to improve the quality of life of consumers through brands and products that are suited to their lifestyles, providing nutritional value and convenience, promoting healthy eating habits, and creating a genuine shopping experience.

Our marketing is a complex system of strategic processes which, in synchronization with the entire GRUMA organization, contributes to position its brands as leaders in the markets in which they participate. In this way we have achieved our business goals and consolidated our position as active players in the food sector around the world.

This has been made possible by following a model: a company radiograph combined with a profound understanding of product categories and consumers, through internal and external studies.



The consumer research program is carried out annually on the basis of solid ethnographical research. Different sectors are analyzed in order to better understand customers and consumers: their lifestyles, the reasons for their choices, and the environments that modify their eating habits, among other factors. All of this is conceived as a way of improving their quality of life.

Product Innovation

GRUMA has always developed products with the consumer needs and lifestyle in mind, in an attempt to promote healthy eating habits.



The process of innovation in the development of products begins with an analysis of the needs and preferences of consumers through the evaluation of market trends and product demand. GRUMA orients its innovation along five axes: health, pleasure, ethics, convenience, and wellbeing.

In order to meet consumer needs and to adjust to current trends toward a healthy lifestyle, GRUMA has developed products that help consumers to care for their health, offering good taste and being environmentally-friendly.

For many years, therefore, GRUMA has offered healthy alternatives, with new staple food products for consumers. One example is the Life Balance line of Mission Foods, launched in the United States in 2008 and aimed at consumers focused on staying healthy through good nutrition. This



GRUMA has developed environmentally-friendly products that help consumers to care for their health.



line of tortillas has lower fat and sodium content and more calcium and vitamins than conventional tortillas. They are preferred by the majority of consumers concerned about their health.

Another successful launch, in Venezuela this time, was the fortified ROBIN HOOD pancake mix, which offers enhanced nutritional value owing to added ingredients such as vitamin B12, iron, and zinc.

With the new technological processes that it has implemented in its operations over the last year, GRUMA is producing new corn flours for the Mexican market. It has optimized the nutritional content of its nixtamalized corn flour, making it possible now for consumers to enjoy a product with better nutritional balance. The new corn flours maintain their content of proteins, vitamins, and minerals while increasing fiber content and lowering the glycemic index. One example is MASECA Premium Plus, made with whole grains, which make for a higher fiber content.

In 2010 GRUMA launched several products aimed at consumers in search of healthy foods. In the United States, it launched MASA MIXTA, an organic corn flour that meets the demand of consumers looking for natural, sustainable products, and in Central America, oven-baked MISSION brand tostadas, which are free of trans fats and preservatives.



In response to the needs of consumers in the United States, a line of MISSION Snack Size mini-wraps was added to its line of wraps. These make for a healthy option in a market where the consumption of snacks shows faster growth.



Several whole grain products were also launched last year, including Whole Wheat Tortillas Plus! in the United States and MISSION Wholegrain Wraps in Australia.

Two other examples of healthy products launched by GRUMA in 2010 were the Mission kits (MISSION Baked Tostada Kit and MISSION Baked Tortilla Kit) and Mission's gluten-free products (MISSION White Corn Tortillas and MISSION Deli-Style Corn Chips), which meet the demand of consumers looking for food products made without gluten.

Sponsorship

GRUMA promotes the integral development of its consumers in the areas of sports, health, and culture, through its sponsorship of events in these fields.

GRUMA's products contain nutrients and other attributes that foster a healthy lifestyle, making it natural that its brands be associated with the promotion of sports.

Support for Sports

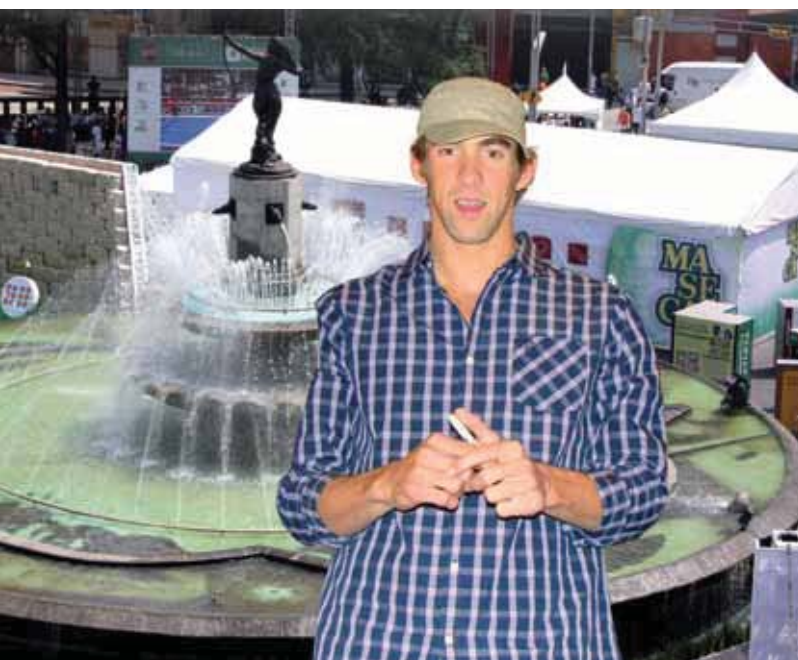
Such is the case of MASECA. In 2010, MASECA sponsored the Bicentennial Olympic Festival, an event organized by the CONADE (the Mexican Sporting and Physical Culture Commission), which took place on October 9-10 along Paseo de la Reforma in Mexico City, attracting more than a million visitors.



At the MASECA stand, near the "Diana Huntress" roundabout, a replica of "La Casa del Maíz" business model was set up to demonstrate to consumers the main benefits of this model. There was also a section of interactive games focused on the nutritional benefits of tortillas made with MASECA flour. More than 15,000 people visited the stand, including sporting figures such as Olympic champion Michael Phelps, Ana Gabriela Guevara, and Lorena Ochoa.

Near the "Angel of Independence" roundabout an exhibition showed the pre-Hispanic ballgame known as Ulama. This was one of the most popular attractions of the event and received ample coverage in the media.

Another example of a sponsorship is Mission Foods in Australia, the official sponsor of the Australian football team the Western Bulldogs, one of the principal teams in the country, and of the women's netball team the Queensland Firebirds. Similar to basketball, netball is practiced by more than 20 million people in 80 different countries worldwide. It is particularly popular among younger university women in countries with a British tradition.



Support for the Fight against Breast Cancer

GRUMA is committed to supporting causes that foster a healthy lifestyle among its consumers. The MASECA brand in Central America and the MISSION brand in Australia have given support to foundations involved in the fight against breast cancer, presenting the sponsored products in pink to raise awareness about breast cancer prevention and communicating the initiative to publications such as Women's Weekly, Pink Magazine, and Retail World.



Other Support

As part of its policy to promote Mexican culture in Australia, Mission sponsored the Mexican Independence Day Ball 2010, as well as fifty Christmas parties for needy children.

Reflecting the importance in Australia of immigrants from the Indian subcontinent, Mission also sponsored the Chandigarh Indian Arts Festival 2010.





Social
Pillar

SOCIAL PILLAR

□ INTERNAL SOCIAL ENVIRONMENT

Quality of Life in the Workplace

"For GRUMA, human resources are its most valuable assets. It recognizes its employees' need for constant improvement and for a proper balance between professional and private life".

With a workplace policy that includes various projects and programs, GRUMA has developed a model of Quality of Life in the Workplace that fosters a balance between the personal and professional lives of employees. This is done in the aim of generating greater commitment and motivation, improving performance, and increasing achievement of goals.

Some examples include:

- Events designed to integrate personnel
- Events with employees' spouses and children, in the aim of integrating them into the company
- Health programs
- Social and sporting events
- Scholarship programs for the children of employees
- Savings fund to promote the proper handling of financial resources and to make loans available to employees
- Major and minor medical insurance
- Life insurance
- Basic medical checkups at all levels
- Grocery vouchers and employee savings fund
- Motivational talks for spouses of company personnel

Some of the actions carried out in 2010 with a view to quality of life in the workplace are described below.

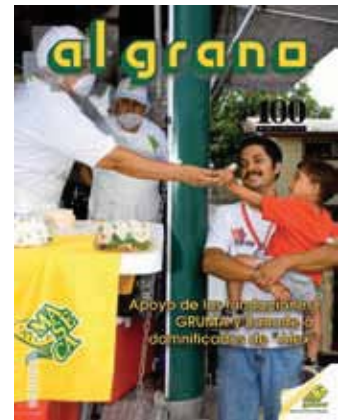
"A Day at Work" has become a traditional activity which offers an opportunity once a year for the children of employees to be invited to visit the company in order to learn more about it and their parents' work. During their visits, the children take part in various recreational activities that help to integrate them into the company.

Other employee integration activities include visits by employees to the company plants. The aim is for all the personnel to learn more about GRUMA's installations, production processes, quality and safety systems, products, and brands. All this contributes to fuller integration and a sense of belonging to the GRUMA family.

Organizational Communications

In order to improve employee morale and productivity, to create and reinforce channels of communication, and to foster pride and a sense of belonging to the company, internal and external communication plans were developed and implemented:

- Employee information regarding newcomers to the company
- Communications about company results
- GRUMAWEB circulates news above significant events in the company
- An institutional publication to circulate information among employees
- Events for reviewing results



EXTERNAL SOCIAL ENVIRONMENT

Fundación GRUMA

Fundación GRUMA was created on 6 September 2004 as a non-profit organization whose purpose is to support aid projects aimed at needy persons and groups, through donations to other Mexican non-profit civil society organizations.

An Corporate foundation, it was conceived to draw on the earnings generated by all GRUMA companies as its source of financing. Its mission is to assign its resources, with equity and commitment, to important civil society projects aimed at improving the quality of life of Mexico's most vulnerable social groups and to contribute to a wider knowledge and understanding of Mexican culture.

Donations are made both in cash and in kind (supplies of corn or wheat flour) to social groups in conditions of poverty, illness, vulnerability, marginalization, and migration, affected by economic, social, or health issues or by natural disasters.

The NGO's that request resources are subjects to a diagnostic process in which their history, characteristics, programs, achievements, and impact are analyzed. In the case of donations of flour, support may be ongoing or limited to a single occasion. The procedure is coordinated through the plant nearest to the locality to be benefitted or through the Social Responsibility area.



Lines of Action:

STRATEGIC PHILANTHROPY

Fundación GRUMA operates under institutional guidelines to combat poverty, to promote philanthropic action, health, and education, to preserve and make better known Mexican popular traditions, to support research, to contribute to the development of indigenous communities and marginalized groups, and to preserve the environment.

At the same time, it supports causes all over Mexico connected with different aspects of food, nutrition, development, and sustainability, as well as social assistance, human rights, natural disaster aid, and people with disabilities. It works through alliances with public and private institutions that develop high-impact social programs and projects in their communities.

The wide range of support given by Fundación GRUMA improves the quality of life of children, young people, and adults all over Mexico.

Social Pillar

AREA OF SUPPORT	ORGANIZATIONS BENEFITTED IN 2010
Art and culture	Museo Interactivo Infantil, A.C.
Social assistance	Casa Paterna La Gran Familia, A.C.; Filios, A.B.P.; Sistema DIF de la Familia de Culiacán
Human rights	Banco Nacional de México Fideicomiso Financiero /DIF Nacional
Development and Sustainability	Fundación Mexicana para el Desarrollo Rural, A.C.; Voluntariado en Equipo Trabajando por Amor, A.C.
Disabilities	Fundación Vamos México, A.C.; Veracruz DIF; Vemos con el Corazón, I.A.P.
Education	GRUMA scholarships; school supplies; Centro de Estudios Superiores del Golfo, S.C.; Fundación Mexicana Fray Bartolomé de las Casas, A.C.; Patronato para el Fomento Educativo y Asistencial de Cerralvo, A.B.P.; Patronato para el Fomento Educativo y Desarrollo del Municipio de Anáhuac, N.L., A.B.P.
Environment	Centro de Información y Comunicación Ambiental de Norte América, A.C.
Health	Cruz Roja Mexicana, I.A.P.; Destellos de Luz, A.B.P.; Fundación IMSS, A.C.; Hospital Infantil de México Federico Gómez; Instituto Nacional de Salud Pública

In 2010, a total of 117.9 tons of corn and wheat flour were donated to 60 different institutions all over Mexico.

NATURAL DISASTER AID

In order to respond rapidly to the needs of communities affected by natural disasters, GRUMA has carried out actions to assist or benefit victims both during their stay in temporary shelters and later when coping with their losses.

GRUMA carries out actions to assist victims of natural disasters such as Hurricane Alex.



In 2010 Hurricane Alex seriously damaged a large number of communities in the states of Coahuila, Nuevo León, and Tamaulipas. Without delay, Don Roberto González Barrera, the Chairman of GRUMA's Board of Directors, handed over a high-impact donation to the governments of these states for the reconstruction of the communities affected.

Hundreds of Mexicans supported the families affected by flooding through their own donations, making deposits into an account opened by Fundación Banorte for the purpose. As a result of this fundraising, basic necessities, NutreMás Maseca nutritional supplements, grocery vouchers, school uniforms, school supplies, and kitchen supplies were donated to needy families.

A local organization, the Patronato para el Fomento Educativo y Asistencial de Cerralvo, A.B.P., coordinated the logistics of a hand-to-hand delivery effort to affected communities. GRUMA volunteers also dedicated their efforts to getting aid to the victims and registering its distribution.

The municipalities benefitted included Apodaca, Anáhuac, Juárez, Monterrey, Santa Catarina, and Guadalupe. In Hualahuis and Galeana, housing was donated through the Un Techo para mi País (A Roof for My Country) organization.

TORTI-MÓVILES

In order to act quickly and to meet the basic food needs of communities affected by natural disasters, with a warm, fresh product such as tortillas, the Torti-móviles (or "Tortilla-mobiles") were created.

In 2007, in the wake of the flooding caused by heavy rainfall and the overflowing of the Usumacinta and Grijalva rivers, GRUMA incorporated Torti-móviles into its Natural Disaster Support Plan. These "Tortilla-mobiles" contain tortilla-making equipment, an electrical generator, bags of MASECA flour, drinking water, and personnel trained to make tortillas. The operation was carried out in coordination with the state governments, the state and federal ministries of Social Development, and the federal Ministry of Defense.

There are currently 17 Torti-móviles distributed strategically all over Mexico to facilitate the distribution of fresh tortillas to people living in shelters and zones affected by natural phenomena.

In 2010 the Torti-móviles provided disaster aid in the states of Coahuila, Estado de México, Michoacán, Nuevo León, Oaxaca, and Veracruz.



STATE	AMOUNT OF TORTILLAS / FLOUR
Coahuila	2,640 kg of tortillas
Estado de México	1,330 kg of tortillas
Michoacán	6,146 kg of tortillas
Nuevo León	45,260 kg of tortillas
Oaxaca	2,900 kg of tortillas
Tabasco	7,000 kg of tortillas
Veracruz	12,508 kg of tortillas and 1,100 kg of flour

NUTRE-FÁCIL MASECA

One of the main health problems in Mexico is the high rate of malnutrition which affects large numbers of children all over the country. In an effort to support the government in lowering malnutrition rates, Fundación GRUMA and Fundación Banorte joined efforts to develop Nutre-Fácil Maseca.

Nutre-Fácil Maseca is an instant nutritional supplement designed to help fulfill the daily recommended requirements of carbohydrates, protein, fiber, vitamins, and minerals in children under the age of five.

Drawing on the results of the 2006 National Health and Nutrition Survey carried out by the National Institute of Public Health, GRUMA decided to target the program at those states with the highest rates of children's malnutrition: Chiapas, Guerrero, Oaxaca, Puebla, Tabasco, Veracruz, and Yucatán.

The supplement is practical, easy to prepare, and contains the necessary enrichment to have a positive impact on children's nutritional needs. Designed to meet basic nutritional needs, its contents help to support the eradication of children's malnutrition:

- Nixtamalized corn flour. Contributes fiber, protein, and vitamins such as niacin and calcium, among other important nutrients
- Oat flour. Cereal rich in protein, fats, vitamin B1, calcium, and iron
- Rice flour. Easily digestible cereal with a low fat content
- Soy flour. Cereal with a high protein content

In order to be effective, the program requires coordination with other governmental agencies that can help with the distribution of the product among needy communities. Aware of this, and in the aim of creating a genuine support network, Fundación GRUMA and Fundación Banorte joined efforts with the state DIF agencies, which are responsible for storing and distributing the product, selecting the communities to be included in the program, and supervising the optimal application of the donation. Nuevo León was incorporated into the program following the ravages of Hurricane Alex.

In 2010 the following actions were carried out:

- Development of the product, which involved working with the communities and drawing on the results of a study undertaken by the National Institute of Public Health (Instituto Nacional de Salud Pública)
- Designing, branding, and packaging the product, performed by the Global Marketing department
- Visiting the DIF agencies benefitted
- Signing donation agreements
- Press conferences in Nuevo León, Tabasco, Veracruz, and Yucatán, in coordination with the Corporate Direction of Communication and Image.
- In coordination with the Global Marketing department, printing of 8,000 information brochures with step-by-step preparation instructions, to be distributed among the DIF agencies benefitted
- Delivery of the supplement to victims of Hurricane Alex in shelters in Nuevo León



The following table shows the recipients (by state) and the quantities of Nutre-Fácil Maseca distributed in 2010:

STATE	NUMBER OF PACKAGES
Chiapas	156,000
Guerrero	234,000
Nuevo León	120,000
Oaxaca	144,000
Puebla	146,400
Tabasco	216,000
Veracruz	144,000
Yucatán	270,000
Total	1,430,400

Approximate number of children benefitted daily: 10,000

INSTITUTIONAL STRENGTHENING

As part of its philanthropic efforts, Fundación GRUMA supports and participates in institutional strengthening programs and projects designed to help the human capital of civil society organizations develop skills to professionalize and empower their activities.

This does not refer only to economic resources. It also involves time and talent, through accompaniment, orientation, and consulting; participation in specialized conferences, forums, and congresses; the organization of courses, workshops, and panels; collaboration with managing boards and trustees; liaisons with groups and networks with common interests; and the establishment of strategic alliances with other actors.

The impact and contributions of Fundación GRUMA in this area are felt by civil society organizations in the formation and development of skills and talents, the optimization of services, and more successful fundraising campaigns that have repercussions on the wellbeing of beneficiaries, donors, employees, volunteers, and consequently on the entire Mexican philanthropic sector.



Fundación GRUMA participated in forums and congresses with AFP, CEFOS (Chihuahua and San Luis Potosí), the Council on Foundations, ITESM, JAP Sinaloa, JAPDF, MAJOCCA, MUAC, the state government of Estado de México, Fundación Walmart, DIF Jalisco, Procura, CEMEFI, and AMIESIC.

CULTURAL SUPPORT

Folk Art Collection

Corn, the very essence of GRUMA, is closely linked to all that is profoundly Mexican, to Mexican culture and its varied manifestations, including the popular handicrafts that reflect a synthesis of our deepest roots. In support of Mexican handicrafts, from 2001 to 2003 GRUMA financed the

Grand Prize of Folk Art organized by the National Folk Art Fund (Fondo Nacional para el Fomento de las Artesanías, or FONART), through the acquisition of the award-winning works.

The works acquired have been assembled in a folk art collection of some 300 pieces, all of them of excellent workmanship and representing the most outstanding expressions of textile art (using both hand and pedal looms), ceramic ware (some examples tracing their origin to pre-Hispanic times), and other techniques that arrived in Mexico through European colonization or that have originated in modern times.

There are also pieces in the collection that exemplify the three kinds of lacquer produced in Mexico: gilt, incrustated, and lined. Metalwork objects include examples of hammered copper and silver. There also examples of tempera painting and works made with feathers, straw, and inlaid wood.

The GRUMA Folk Art Collection allows visitors to appreciate how Mexico's traditional peoples have addressed their clothing and personal adornment needs and how they have made tools for use in the kitchen and the fields, as well as objects for ritual and festive use.

Fundación GRUMA has been responsible for safeguarding the collection since its creation.

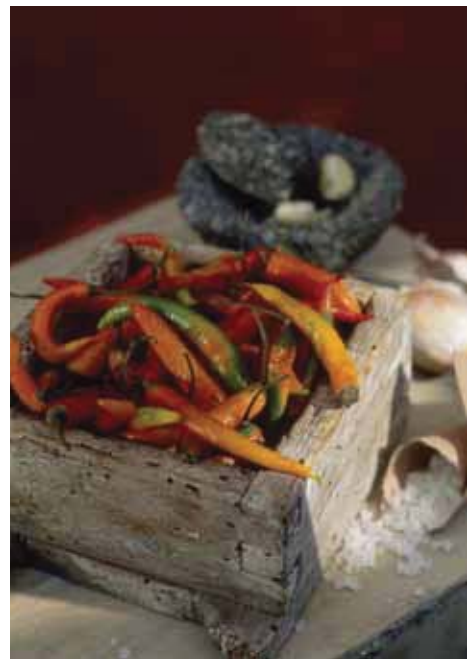


Mexican Cuisine as Intangible World Heritage

GRUMA believes that the fostering of culture is an important pillar in the development of a fuller life for its consumers.

In line with this philosophy, GRUMA is the only company that has supported, promoted, and participated directly and actively in making Traditional Mexican Cuisine a part of our Intangible World Heritage.

In 2010, during the Fifth Session of the UNESCO's Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, held in Nairobi, Kenya, from November 15th to 19th, Mexican cuisine was declared Intangible Cultural Heritage.



This distinction, created by the UNESCO in 1998, is aimed at preserving and valuing outstanding examples of oral and immaterial world heritage.

Intangible Cultural Heritage means “the practices, representations, expressions, knowledge, and skills that give communities, groups, and individuals a sense of identity and continuity.” Since 2004 Mexico had proposed that its cuisine be recognized as part of this heritage. Its first candidature was unsuccessful, but it submitted a second candidature in 2008.

Since the submission of its first candidature, GRUMA proposed that corn, corn flour, and corn flour tortillas, whether prepared by hand or through industrial processes, be included as part of traditional Mexican cuisine, reflecting as they do the evolution of the culinary traditions in Mexico.

For the presentation of the second candidature, a Conservatory of Mexican Gastronomic Culture was formed as a consultative body accredited by the UNESCO. Through this body, GRUMA gave constant support to the project through financing and direct participation in the activities held. It also participated in the Meeting of National and International Experts in Campeche which drew up the criteria and recommendations that served as a basis for evaluating the candidatures of traditional cuisine regarded as world heritage.

Patronato para el Fomento Educativo y Asistencial de Cerralvo

For some twenty years now, this trust fund dedicated to educational and social improvement has been engaged in numerous projects that have significantly improved the quality of life in the community of Cerralvo, Nuevo León.

Through the four areas into which the trust is divided—education, health, community development, and sports—programs have been carried out and begun to bear fruit.

In the area of education, for example, teachers have been motivated and the serious problem of absenteeism has been addressed through annual compensation equal to 30% of salaries. Hundreds of scholarships have been granted to children and young people to ensure that they will continue their education from primary school to university.



The annual “Young People in Action” program, which began sixteen years ago with around 500 participants, now attracts more than 2,500 young people, from 38 different municipalities in Nuevo León and the neighboring states of Tamaulipas and Coahuila, who come together for two days to hear talks by various well-known figures who help them to orient their lives. The subjects addressed include self-help, drug addiction, and community support and development.



PATRONATO PARA EL FOMENTO
EDUCATIVO Y ASISTENCIAL DE
CERRALVO
A.B.P.

In the area of health, Cerralvo now has a hospital which provides basic medical attention to anyone who requires it in the community, without the need for the transportation to distant localities, as before.

Thanks to the trust there is also a beautiful eight-hectare park called El Sabinal which has become a part of the identity of the residents of Cerralvo, totally rehabilitated to be enjoyed by local families and by visitors to the community, as well as well-equipped schools, baseball fields and facilities for athletics, swimming, and karate, all to the benefit of hundreds of families.

Board of Trustees of the Federico Gómez Children's Hospital

Since its founding on April 30, 1943, the Federico Gómez Children's Hospital has been under the responsibility of a board of trustees made up of men and women outstanding for their philanthropic activities and vocation for service. In 1988 Roberto González Barrera joined the board, at that time under the chairmanship of Dr. Guillermo Soberón Acevedo. Also on the board at the time were Gilberto Borja Navarrete, César Chavarría Bonequí, Licio Lagos Olivier, Mario Moreno Reyes "Cantinflas," Rómulo O'Farrill, Jr., Carlos Eduardo Represas, Aarón Sáenz Couret, and Luis Torregrosa Ferráez.

The board is currently made up of Roberto Hernández Ramírez (Chairman), Juan Beckmann Vidal, Antonio Chedraui Obeso, Gina Diez Barroso Azcárraga, Roberto González Barrera, Sissi Harp Calderoni, Ángel Losada Moreno, Juan Carlos Marroquín Cuesta, Carlos Slim Domit, and Eduardo Tricio Haro.

In 1994, as part of his responsibility and commitment as a trustee of the Federico Gómez Children's Hospital, Roberto González Barrera established, under the sponsorship of GRUMA, the first Development Office of the Board of Trustees, hiring a tested professional to run the office, with a view to professionalizing and improving fundraising and the organization of events and activities, in the aim of encouraging more companies, persons, and institutions to join in the efforts undertaken by the trustees on behalf of the hospital.

Since 1994 the Development Office has been in charge of attracting new donors and raising external resources: cash, donations in kind, time, talent, and knowledge, from the many benefactors who wish to offer a better quality of life to children.

Its principal line of support has been the specialization grants offered to doctors enrolled in the finest pediatric centers in the world, as well as high-tech equipment, works of art, educational and recreational activities and programs, and spaces designed to benefit the health of children.



Support Provided by GRUMA Worldwide

Mission Foods joined Share Our Strength's "No Kid Hungry" campaign, a national movement dedicated to eliminating childhood hunger in the United States.

As part of the actions undertaken in this campaign, Mission Foods assumed the commitment, in tandem with its employees, to raise awareness about childhood hunger in the United States, where not all children have access to the nutritional food they require for healthy development. Mission Foods seeks to close the gap between access to healthy food and nutrition programs for millions of children in need. In its plants all over the United States, Mission Foods stands at the vanguard in fund raising and employee volunteer efforts in this important area.

TerraCycle is a global movement whose goal is to eliminate the very idea of trash. Its aim is to create national recycling systems for materials not currently considered recyclable, and to develop new products with them. MISSION has joined forces with the movement, in which 400 brigades all across the country have enrolled on the MISSION/GUERRERO website to collect the discarded packaging of our products.

During the last months of 2010, a large part of Venezuela was affected by heavy rains and terrible flooding, which left more than 133,000 homeless.

Through its affiliate MONACO, GRUMA delivered more than 55,000 kg of foodstuffs (worth some US\$73,000) to shelters around the country. A committee of employees also led a fund-raising initiative, through voluntary discounts to payroll, which collected more than US\$9,500. MONACO matched its employees' contributions and duplicated the sum.



CORPORATE GOVERNANCE

Sound corporate governance practices are a pillar of GRUMA's sustainability

GRUMA knows that good corporate governance practices constitute one of the pillars of sustainability. It counts on the vision, advice, and good judgment of highly qualified, experienced, and reputable personnel in many areas, including finance, business, economy, industry, commerce, and agriculture. The Group also has audit and business practices committees.

The Board of Directors is made up of fourteen members, ten of whom are independent.

□ BOARD OF DIRECTORS

Roberto González Barrera, 80 (S, A)¹

Founder; Chairman of the Board of GRUMA; Chairman of the Board of GIMSA; Chairman Emeritus of the Board of Grupo Financiero Banorte

José de la Peña y Angelin,² 62 (I)

Chief Executive Officer, Autos Soni Corporation

Juan Díez-Canedo Ruiz,² 60 (S, I)

Chief Executive Officer, Financiera Local

Juan Antonio de Jesús González Moreno, 53 (A)

Chief Executive Officer, Gruma Asia and Oceania; Alternate Director, Grupo Financiero Banorte and Banco Mercantil del Norte

Bertha Alicia González Moreno, 57 (S, A)

Honorary Life President, Patronato para el Fomento Educativo y Asistencial de Cerralvo; Director, Grupo Financiero Banorte and Banco Mercantil del Norte

Federico Gorbea Quintero, 47 (I)

President and General Manager, Archer Daniels Midland México

Carlos Hank Rhon, 63 (A)

Chairman of the Board, Grupo Financiero Interacciones

Mario Martín Laborín Gómez, 59 (I)

Chief Executive Officer and Chairman of the Board, ABC Holding

Juan Manuel Ley López, 78 (A)

Chairman of the Board, Casa Ley and Grupo Ley

Bernardo Quintana Isaac, 69 (I)

Chairman of the Board, Empresas ICA

Juan Antonio Quiroga García, 61 (S, A)

Chief Corporate Officer, GRUMA

Ismael Roig, 43 (I)

Managing Director Asia Pacific, Archer Daniels Midland Company

Alfonso Romo Garza, 60 (I)

Chairman of the Board and Chief Executive Officer, Plenus

Adrián Sada González, 66 (I)

Chairman of the Board, Vitro

¹ The classification of directors has been established by the Code of Better Business Practices issued by the commission created by the Consejo Coordinador Empresarial de México.

S = Shareholder; **I** = Independent; **A** = Associated

² Member of the Audit and Business Practices Committees of GRUMA and GIMSA.

MANAGEMENT TEAM

Alejandro Barrientos Serrano

Chief Financial Officer

Felipe Antonio Rubio Lamas

Chief Technology Officer, Corn Flour and Tortilla Production

Fernando Solís Cámara y Jiménez Canet

Chief Corporate Communication and Image Officer

Heinz Kollmann

Chief Technology Officer, Wheat Flour Production

Homero Huerta Moreno

Chief Administrative Officer

Juan Antonio Quiroga García

Chief Corporate Officer

Leonel Garza Ramírez

Chief Procurement Officer

Salvador Vargas Guajardo

General Counsel

Sylvia Elisa Hernández Benítez

Chief Marketing Officer

Francisco Yong García

Chief Executive Officer, Gruma Europe

Joel Suárez Aldana

Chief Executive Officer, Gruma Corporation

José Antonio Jaikel Aguilar

Chief Executive Officer, Gruma Central America

Juan Antonio González Moreno

Chief Executive Officer, Gruma Asia and Oceania

Nicolás Constantino Coppola

Chief Executive Officer, Gruma Venezuela

Roberto Jorge González Alcalá

Chief Executive Officer, Gruma Mexico and Latin America

COMMITTEES

Audit Committee

In accordance with applicable standards and the company's bylaws, the supervision of the management, conduct, and execution of the company's business is the responsibility of the Board of Directors, through the Audit and Business Practices Committees, as well as the company's external auditor.

As a result, the Audit Committee is made up exclusively of independent board members.

Business Practices Committee

In accordance with applicable standards and the company's bylaws, the supervision of the management, conduct, and execution of the company's business is the responsibility of the Board of Directors, through the Audit and Business Practices Committees, as well as the company's external auditor.

As a result, the Audit Committee is made up exclusively of independent board members.

GRUMA's Business Practices Committee has the following faculties and powers, among others:

1. To advise regarding the appointment and integral compensation of the Chief Executive Officer
2. To advise regarding the integral remuneration of relevant company officers
3. To advise regarding transactions with related parties that require the approval of the Board of Directors
4. To advise regarding disbursement to relevant company officers for the purpose of business opportunities corresponding to the company
5. To rule on the policies of use and enjoyment of the company's assets by related parties
6. To call shareholders' meetings when deemed necessary
7. To draw up an annual report to be submitted to the Board of Directors and the Shareholder's Meeting
8. To support the Board of Directors in drawing up its own reports
9. To perform any other functions stipulated by or derived from the legal provisions to which the company is subject

The members of the committee are appointed by the Board of Directors on the recommendation of the Chairperson of the Board. The Chairperson of the Board, however, is appointed by the Ordinary Shareholder's Meeting. The duration of committee members' terms is one year but they may remain in functions until their replacements assume their positions.

The members of the committee may at the same time be members of any other committee of the Board of Directors. They shall receive compensation as determined by the Shareholder's Meeting.

GRUMA's Board of Directors firmly believes that sound corporate governance principles and practices are essential to ensuring the fulfillment of their responsibilities to the company's shareholders in an honest and integral fashion. These principles and practices are also fundamental to the company's own commitment to its employees, customers, suppliers, consumers, government officials, and the communities in which it operates.

Associations

GRUMA maintains close collaboration with various associations and chambers of commerce, including the following:

- **CAINTRA.** Cámara de la Industria de la Transformación (Manufacturing)
- **CANACODEA.** Cámara Nacional de Comerciantes Detallistas y Afines (Retail in Costa Rica)
- **CANAMI.** Cámara Nacional de Maíz Industrializado (Processed Corn)
- **CANIMOLT.** Cámara Nacional de la Industria Molinera de Trigo (Wheat Flour)
- **CCE.** Consejo Coordinador Empresarial (Business Council)
- **CIMEXVEN.** Cámara de Integración México-Venezuela
- **COMCE.** Consejo Empresarial Mexicano de Comercio Exterior, Inversión y Tecnología, A.C. (Foreign Trade and Investment)
- **CONCAMIN.** Confederación de Cámaras Industriales de los Estados Unidos Mexicanos (Chambers of Commerce)
- **CONMÉXICO.** A business chamber that represents the Consumer Goods sector in Mexico
- **PROTORTILLA.** Consejo Promotor y Regulador de la Cadena Maíz-Tortilla, A.C. (Tortillas)
- **TIA.** Tortilla Industry Association

AWARDS AND DISTINCTIONS

Membership in The Climate Registry, which promotes reductions in greenhouse gas emissions. Members of this organization report their levels of emissions voluntarily.

Recognition of the Panorama City plant by the Southern California Gas Company for a reduction of 250,000 therms of natural gas, thanks to the design of more efficient production equipment.

The Panorama City plant became the first LEED Green Building (Gold certification) in the tortilla sector.

Mission Foods, as sponsor of the organization Share Our Strength, participated in a White House event organized by first lady Michelle Obama to promote improvement in childhood nutrition in the United States and to combat obesity.

Certification for participation in events related to industry safety.

Recognition by the Chamber of Retailers in Costa Rica at events and in the press.

An alliance between Gruma Centroamérica and the National Learning Institute (Instituto Nacional del Aprendizaje, or INA) in Costa Rica to train its personnel.

Certification as a Socially Responsible Company by the Mexican Center for Philanthropy (Centro Mexicano para la Filantropía, or CEMEFI) for the fourth year in a row.

Global Excellence award from World Finance 100 for the second year in a row.



INDICATOR	DESCRIPTION	PAGE
1. Strategy and Analysis		
1.1	Statement from the most senior decision-maker of the organization.	13-24
1.2	Description of key impacts, risks, and opportunities.	13-24
2. Organizational Profile		
2.1	Name of the organization.	Front flap
2.2	Primary brands, products, and/or services.	Front flap
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	3-6
2.4	Location of the organization's headquarters.	Back flap
2.5	Number of countries where the organization operates.	3-6
2.6	Nature of ownership and legal form.	Front flap
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	3
2.8	Scale of reporting organization.	3-6, 9
2.9	Significant changes during the reporting period regarding its size, structure, or ownership.	N/A
2.10	Awards received in 2010.	52
3. Report Parameters		
REPORT PROFILE		
3.1	Reporting period for information provided.	Back flap
3.2	Date of most recent previous report.	N/A
3.3	Reporting cycle.	Back flap
3.4	Contact point for questions regarding the report or its contents.	Back flap
REPORT SCOPE AND BOUNDARY		
3.5	Process for defining report content.	Back flap
3.6	Boundary of the report.	Back flap
3.7	State any specific limitations on the scope or boundary of the report.	Back flap
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, and outsourced operations.	Back flap
3.9	Data measurement techniques and the bases of calculations.	Back flap
3.10	Explanation of the effect of any restatements of information provided in earlier reports.	N/A
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	N/A
INDEX OF GRI CONTENT		
3.12	Table identifying the location of the Standard Disclosures in the report.	53-56
VERIFICATION		
3.13	Policy and current practice with regard to seeking external assurance for the report.	55
GOVERNANCE		
4.1	Governance structure of the organization.	48

INDICATOR	DESCRIPTION	PAGE
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	48
4.3	Number of members of the highest governance body that are independent and/or non-executive members.	48
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	50-51
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives.	50-51
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	50-51
4.7	Process for determining the qualifications and expertise of the members of the highest governance body.	50-51
4.8	Internally developed statements of mission or values, codes of conduct, and relevant principles.	8
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance.	50
4.10	Processes for evaluating the highest governance body's own performance.	51
COMMITMENTS TO EXTERNAL INITIATIVES		
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	13-14
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	20-23, 31-32, 39-43
4.13	Memberships in associations.	51
STAKEHOLDER ENGAGEMENT		
4.14	List of stakeholder groups engaged by the organization.	16
4.15	Basis for identification and selection of stakeholders with whom to engage.	16
4.16	Approaches to stakeholder engagement, including frequency of engagement.	16
4.17	Key topics and concerns that have been raised through stakeholder engagement.	27-28, 31-47
ASPECT: ECONOMIC PERFORMANCE		
EC3	Coverage of the organization's defined benefit plan obligations.	26-28
ASPECT: MARKET PRESENCE		26-28
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	31
ASPECT: INDIRECT ECONOMIC IMPACTS		
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit.	23, 41-42
Environmental Performance Indicators		
ASPECT: ENERGY		
EN3	Direct energy consumption by primary energy source.	22
EN5	Energy saved due to conservation and efficiency improvements.	22
EN6	Initiatives to provide energy-efficient or renewable energy-based products and services, and reductions in energy requirements as a result of these initiatives.	22

INDICATOR	DESCRIPTION	PAGE
ASPECT: WATER		
EN8	Total water withdrawal by source.	19-20
EN10	Percentage and total volume of water recycled and reused.	20
ASPECT: EMISSIONS, EFFLUENTS, AND WASTE		
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	21
EN21	Total water discharge by quality and destination.	20
ASPECT: PRODUCTS AND SERVICES		
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	32-34
Society Performance Indicators		
ASPECT: EMPLOYMENT		
LA1	Total workforce by employment type, employment contract, and region.	29
LA2	Total number and rate of employee turnover by age group, gender, and region.	29
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	26-28
ASPECT: TRAINING AND EDUCATION		
LA10	Average hours of training per year per employee by employee category.	30
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	28
LA12	Percentage of employees receiving regular performance and career development reviews.	30
ASPECT: COMMUNITY		
SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	39-47
Product Responsibility Performance Indicators		
ASPECT: CUSTOMER HEALTH AND SAFETY		
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement.	33-34
ASPECT: PRODUCT AND SERVICE LABELING		
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	33-34
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	32
ASPECT: MARKETING COMMUNICATIONS		
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	32

RESULTS OF THE INDEPENDENT REVIEW OF GRUMA SUSTAINABILITY REPORT 2010

The Scope of Our Work

This independent verification consists of a review of the contents and performance indicators presented in Gruma Sustainability Report 2010. Our review is based on International Standard on Assurance Engagements 3000 (ISAE 3000) and the methodology of the Global Reporting Initiative 3.0 for sustainability reports (GRI G3).

VERIFICATION PROCESS

The responsibility of Redes Sociales LT, S.A. de C.V. has been to review the contents of the document, various kinds of analytic procedures and sample testing, described below, were also performed:

- Analysis of information-gathering and validation processes
- Verification of the principal indicators contained in the report
- Meetings with personnel responsible for preparing the report, with a view to understanding the principles, business model, sustainability model, working methods and management of programs related to sustainability
- Verification of quantitative and qualitative information based on a selection of GRI indicators

CONCLUSIONS

Based on our review, we consider that:

- Gruma Sustainability Report 2010 has been prepared in accordance with the Guidelines of the Global Reporting Initiative 3.0 for sustainability reports (GRI G3)
- The information included in this report, relative to the indicators reviewed and the sustainability processes and actions of the institution do not contain significant errors

The review process demonstrates that in this report presents the performance indicators selected for verification in a balanced and appropriate manner.

Gruma Sustainability Report 2010 was prepared in accordance with Guidelines of the Global Reporting Initiative version 3.0 for sustainability reports (GRI G3), with a level of application of B+.

RECOMENDACIONES

As a result of our review, we make the following recommendations:

- A deeper description of sustainability issues in the governance board
- Improvement of environmental impact by the use of annual savings data due to implemented initiatives
- Include a deeper explanation of internal and external social impact



Mtra. Lourdes Yáñez
Redes Sociales



Application Level

Report Application Level		C	C+	B	B+	A	A+
Standard Disclosures	G3 Profile Disclosures. OUTPUT	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15		Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17		Same requirement as for Level B.	
	G3 Management Approach Disclosures. OUTPUT	Not Required.	Report Externally Assured	Management Approach Disclosures for each Indicator Category.	Report Externally Assured	Management Approach Disclosures for each Indicator Category.	Report Externally Assured
	G3 Performance Indicators & Sector Supplement Performance Indicators. OUTPUT	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.		Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility.		Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission.	

*Sector supplement in final version.

ABOUT THIS REPORT

The GRUMA Sustainability Report 2010 presents the initiatives, actions, and results carried out by the company in the area of sustainability in 2010. This first report was prepared in accordance with the methodological guidelines of version 3.0 of the Global Reporting Initiative. The OptimumCSR system was used to compile information, through interviews with company personnel and the review of institutional documentation.

McBride Sustainability collaborated in the determination of materiality, analysis, and writing of this report.

The level of application corresponds to B.

GRUMA will continue to work so that its products contribute to improving the quality life of its clients and consumers in Mexico and around the world, as well as to promote values, offer healthy food products, and extend its commitment to the environment and the communities in which it operates.

CONTACT DATA

Monterrey

Calzada del Valle 407 Ote.
Col. del Valle, San Pedro Garza García, N.L.
66220 México
(52 81) 8399-3300

Mexico City

Prolongación Reforma 1230
Col. Cruz Manca, Santa Fe
Delegación Cuajimalpa
05349 México, D.F.
(52 55) 9177-0400



