We’re only as good as our customers think we are.

Francesca DeBiase
VP Strategic Sourcing and Sustainability
Worldwide Supply Chain Management
McDonald’s Corporation
Our shared commitment.
Oak Park, Illinois, USA.
People want to eat food that they feel good about.
Munich, Germany.
70 million stories.
Earning their trust.
Stewards of the land.
No connection.
#1 question.
More options.
Early influencers.
Values are important.
OPEN conversations.

“What part(s) of the cow is the beef from, & is there any added fillers or anything to the beef? Friends & family ask me this all the time.”

JAMIE DANYLUK
from Surrey, BC

“how much beef dose mcdonalds serve in one day nation wide?”

ALEXANDRA PUCK
from Oakville, ON

“Is your beef actually 100% pure beef or is that just the name of the company?”

JOHN R.
from Castlegar, BC

“why is there so much calories, fats, and sodium in you’re food if it’s 100% beef?”

Evan Schmidt
from Stratford, ON

“what kind of beef you use to make the beef patty, any additives?”

John R.
from Castlegar, BC

“Are we supposed to believe your burgers are 100% beef?”

PAM ARNOLD
from Kenwick, ON

“Taste like yours when I make them at home. Why not?”

Paul G.
from Ottawa, ON

“how much beef dose mcdonalds serve in one day nation wide?”

Jaedyn T.
from Abbotsford, BC

“Is it true that there is pink slime in your burgers?”

Phil K.
from Tavistock, ON
Playing an **important** role.
“Sustainability.”
A framework.
Sustainable Beef - THE STORY
100% committed, and yet...
Let’s tell the entire beef story.
Beef roundtable.
It’s time to **continue** on this journey.