McDonald's: Retail Sustainable Beef Leadership in Action"

Keith Kenny,
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McDonald's Corporation
We’re Using Our Scale for Good

37,000 restaurants

100+ countries

69 million people every day
Commitment to Families
Packaging and Recycling
Climate Action
Youth Opportunity
By the end of 2020 in each of our top 10 beef sourcing countries (US, Australia, Germany, Brazil, Ireland, Canada, France, NZ, UK, Poland), which collectively represent more than 85% of our global beef volumes, we will:

1. **ACCELERATE INDUSTRY PROGRESS**
   Source a portion of our beef from suppliers participating in sustainability programs aligned with the GRSB principles and criteria, and that meet McDonald’s requirements for each applicable market.

2. **SHARE KNOWLEDGE AND TOOLS**
   Engage with local farmers through farmer outreach projects to help develop and share best practices related to our Priority Impact Areas.

3. **PROMOTE FLAGSHIP FARMERS**
   Select and showcase McDonald’s Flagship Farmers to demonstrate leading best practices related to our Priority Impact Areas.

4. **PIONEER NEW PRACTICES**
   Set up McDonald’s Progressive Farm Partnerships to trial and discover new practices related to our Priority Impact Areas.

5. **PRESERVE FORESTS**
   In regions with identified risks relating to the preservation of forests, verify that the beef sourced from those regions comes from farms where primary forests and high conservation value lands are preserved.
   [Read Our Commitment on Forests](#)

We aim to set specific country-based ambitious beef sustainability targets in these 10 countries.

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* McDonald’s program requirements include transparency, credible verification and measured performance against clearly identified impact areas.
The most polluting protein? Environmental impact of beef, pork, poultry

10 Reasons To Stop Eating Red Meat

1. Eating meat hardens blood vessels

Can Veganism Save the Planet?

The Triple Whopper Environmental Impact of Global Meat Production

15 Brooklyn public schools to offer all-veggie lunches on ‘Meatless Mondays’
Thank You