



Our Road Map for a Sustainable Supply Chain

For McDonald's, we strive to ensure that every step of our supply chain contributes positively to the safety, quality, and availability of our final products. Just as importantly, we want the ingredients and materials that go into our products to be produced in ways that contribute positively to the development of sustainable agricultural and food manufacturing practices.

Given the size, scope and complexity of the McDonald's supply chain, guidance and oversight of issues related to sustainability presents special challenges. As a result, leaders of McDonald's Worldwide Supply Chain department created a global governance structure.

The Sustainable Supply Steering Committee (SSSC), formed in 2007, includes supply chain department representatives from the corporate center and each area of the world, corporate social responsibility, social accountability, and corporate communications. This group is responsible for guiding McDonald's work toward its vision for sustainable supply by identifying global priorities and ensuring progress in ways that complement local priorities and efforts.

THREE E'S: McDonald's Sustainable Supply Chain Vision



Vision

We envision a supply chain that profitably yields high-quality, safe products without supply interruption while leveraging our leadership position to create a net benefit by improving ethical, environmental and economic outcomes.

Ethical - We envision purchasing from suppliers that follow practices that ensure the health and safety of their employees and the welfare and humane treatment of animals in our supply chain.

Environmental - We envision influencing the sourcing of our materials and ensuring the design of our products, their manufacture, distribution and use minimize lifecycle impacts on the environment.

Economic - We envision delivering affordable food, engaging in equitable trade practices, limiting the spread of agricultural diseases, and positively impacting the communities that our suppliers operate in.

Viewing our responsibilities in this type of holistic manner, we consider our priorities for food safety, quality, and costs, as well as our ethical, environmental, and economic responsibilities collectively, as we make purchasing decisions and evaluate supplier performance.

- McDonald's direct suppliers are required to adhere to our Code of Conduct for our Suppliers, which lists McDonald's minimum requirements in the areas of employment, workplace practices and workplace health and safety.
- 99% of our approved abattoirs were audited for animal welfare in 2007, and 99.2% of those passed.
- In 2007, more than 91% of our fish was sourced from fisheries with strong sustainability ratings.

Our global progress on [beef](#) and [coffee](#) sustainability illustrate how we are working to bring this approach to life by addressing different components of sustainability through both global and local efforts.



Reducing impacts at the restaurant level

McDonald's takes its responsibility to the environment seriously. In 1990, we established our [Global Environmental Commitment](#), and since then, we've been focused on incremental improvements designed to continuously improve our environmental performance, both in our [supply chain](#) and in our restaurants.

At the restaurant level, we're focused globally on three main fronts:

ENVIRONMENTAL RESPONSIBILITIES IN THE RESTAURANT



Energy efficiency – Find further ways to increase energy efficiency in our restaurants to save money and reduce our environmental impact.

Sustainable Packaging & Waste Management – Continue exploring ways to reduce environmental impacts of our consumer packaging and waste in our restaurant operations.

Green Restaurant Design – Enhance our current strict building standards to incorporate further opportunities for efficiency and innovation in the design and construction of our restaurants.

- In 2007 and 2008, McDonald's was ranked second among food service companies by Climate Counts, designating our company in the organization's "Starting" category as a better choice for the climate conscious consumer.
- Approximately 82% of our consumer packaging in our nine largest markets is made from renewable materials.
- Our first green restaurant opened in Sweden in 2000. In addition to this restaurant, we currently have green restaurants in the U.S., with others under construction in France, Brazil and Canada.