

# Chicken Facts

## Quality Leadership

McDonald's® understands that the high quality food served in its restaurants must begin with high quality ingredients from the farm.

- McDonald's chicken is supplied by industry leaders like Tyson® and Keystone, who are known for select poultry that consumers prefer and trust.
- McDonald's works hand-in-hand with its suppliers to control quality at all levels of the supply chain to the restaurant front counter.
- At the plant level, McDonald's works with both Tyson and Keystone on training to ensure employees have a clear understanding of how to maintain food quality and food safety.
- Third party auditing firms visit and review all supplier facilities. Rather than simply "auditing" to ensure that Hazard Analysis and Critical Control Point (HACCP) programs are in place, McDonald's "validates" programs to ensure that the plans provide the intended quality and safety results.

## Innovations in Quality

In cooperation with partner suppliers, McDonald's has developed new technologies and ideas to further improve quality standards.

- McDonald's has some of the most stringent chicken safety standards in the industry.

- To meet McDonald's demands for a premium quality chicken strip, a proprietary cutting software was developed that scans the breast as it enters the machine and instructs the machine how to optimally cut the breast.
- Chicken is cooked and tested daily to conform to McDonald's standards for color, flavor and texture. To ensure these standards are met, McDonald's trains and certifies all supplier processing facility staff on sensory testing.



it's what i eat  
and what i do™



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## Chicken Consumption Growing

Independent industry research shows that chicken consumption among Americans is growing rapidly, in large part due to growth in the foodservice and restaurant sector.

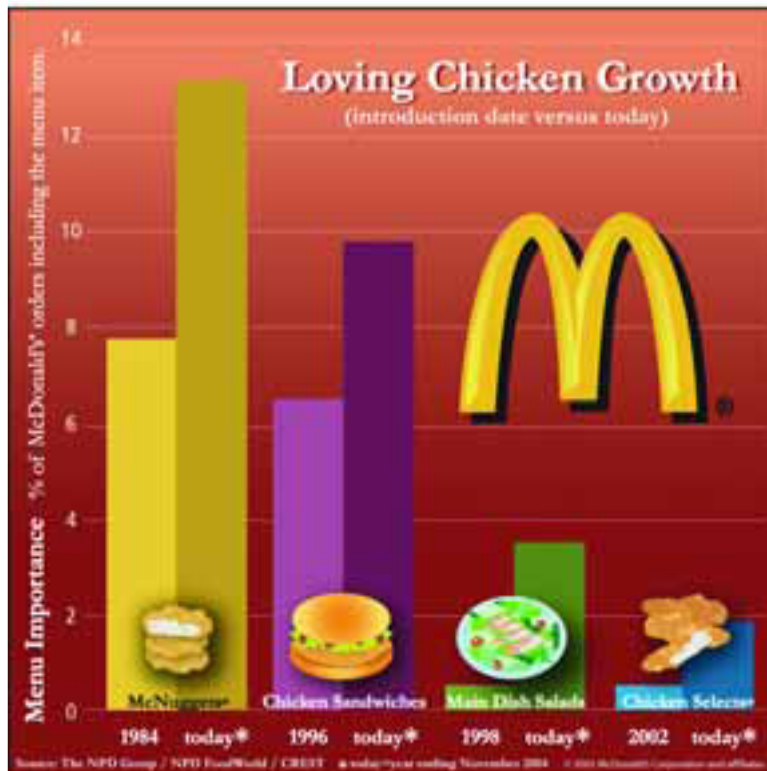
- According to a June 2005 National Chicken Council (NCC) survey, Americans say they eat chicken an average of five times in a two-week period. That's up from four times in 2001.
- On average, respondents said they ate two meals containing chicken outside their homes in the two weeks just before the survey.
- Two-thirds of Americans report eating one or more meals containing chicken at a restaurant or other foodservice establishment during a two-week period.
- Nearly one person in five (19 percent) reported in 2004 that they ate chicken in their automobile, SUV, or other motor vehicle.
- To download NCC consumer surveys, go to [www.nationalchickencouncil.com](http://www.nationalchickencouncil.com).

## Menu Development Matches Demand

The growth in U.S. consumer demand for chicken has coincided with a growth in McDonald's chicken menu choices.

- McDonald's is the leader in servings of chicken strips and chicken sandwiches in the U.S. foodservice industry.\*
- Annually, we serve more than 600 million pounds of chicken.
- Twenty-nine percent of McDonald's national regular menu is chicken based.
- McDonald's needs 5.5 million broilers per week to meet customer demand for its products.
- Consumption of McDonald's chicken menu items has increased substantially since their initial introduction.

For more information, please visit [www.mcdonalds.com](http://www.mcdonalds.com).



\*Source: NPD Foodworld/CREST (data for year ending March 2005)  
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