

Corporate Responsibility

Dedicated to Doing What is Right

Social Responsibility in our Supply Chain

With more than 30,000 restaurants across the globe serving over 50 million customers every day, McDonald's® has one of the biggest shopping baskets in the world. That means we play an important role in influencing what our suppliers produce, and how. Supporting responsible actions in our supply chain helps advance important social, economic and environmental goals. It will also help ensure the continued supply of the high quality ingredients we will need in the future.

McDonald's has a history of leadership on supply chain-related social responsibility issues. In 1990, we inaugurated one of the first large-scale U.S. programs to purchase goods made with recycled materials. And we helped lead our industry by establishing animal welfare guidelines and a code of conduct for our suppliers that establishes expectations for their employment practices.

For example, our Socially Responsible Food Supply Initiative aims to develop a measurement system that will promote the long-term health and productivity of land-based agriculture and food processing systems in our supply chain. Working with Conservation International and five of our major suppliers, we are pilot testing an assessment and goal-setting scorecard that will become a regular part of supplier performance evaluations.

"In the course of our 13-year partnership, we've seen McDonald's recognize the business importance of a healthy environment, both to sustain the trust of customers and to sustain yields of high-quality raw materials for their products!"

— Glenn Prickett, Senior Vice President,
Conservation International
Executive Director, Center for
Environmental Leadership in Business

In addition, McDonald's Code of Conduct for Suppliers establishes our expectations for reasonable work schedules, fair compensation, safe and healthy work environments and more. We monitor compliance through external assessments and encourage continuous improvement by training and requiring facility enhancements plans where needed.

Food Safety

Measures to ensure the quality and safety of McDonald's products extend from farm to front counter. Our global food safety system is based on the Hazard Analysis Control Point (HACCP) approach – a globally-accepted method of preventing food-borne illnesses. Our suppliers must have a HACCP plan for every food they supply to McDonald's.

At the restaurant level, McDonald's has a number of food safety measures in place along with our measurement system – Restaurant Operations Improvement Process – to ensure that our guests receive a quality experience.



it's what i eat
and what i do®



i'm lovin' it®

“For more than two decades, McDonald’s has quietly been at the forefront in helping the industry address food safety issues. From promoting the implementation of food safety interventions in the slaughterhouse to developing automated grills for cooking hamburgers to educating thousands of employees annually in safe food handling practices, McDonald’s has had far-reaching influence in providing greater public health protection through safer foods.”

—*Dr. Michael P. Doyle, Regents Professor and Director, Center for Food Safety, University of Georgia*

Animal Welfare

McDonald’s is committed to high standards of animal welfare. In 2001, we established an Animal Welfare Council of independent experts and, with the benefit of their advice, issued global Animal Welfare Guiding Principles.

At the heart of our animal welfare program is a global audit system for meat processing plants based on scientific animal behavior research. The system consists of defined standards for animal treatment and detailed protocols for measuring compliance. In 2004, nearly 540 impartial audits were completed by third-party experts, reaching the majority of facilities that provide McDonald’s meat products.

“When McDonald’s started to make animal welfare requirements part of their quality assurance program, animal welfare leaped into the mainstream. As a result of their expectations, there is much more training and sensitivity to animals.”

—*Dr. Temple Grandin, Colorado State University, McDonald’s Principal Animal Welfare Consultant*



Recent Developments

In recent years, McDonald’s has developed new policies for antibiotics use by suppliers. This includes a broad, global Policy on Antibiotic Use in Food Animals. This policy establishes principles to guide our suppliers’ use of antibiotics in animal production and calls for the phase-out of the use for growth promotion of antibiotics used in human medicine.

To further ensure the safety of McDonald’s beef supply, we have established a standing International Scientific Advisory Committee to provide expert advice on beef safety along with a feed certification program to ensure that suppliers are complying with Food and Drug Administration policies.

From these recent developments to our long-standing relationships with suppliers and third party experts, McDonald’s is committed to doing what is right from a supply chain perspective and in our local communities.

For additional information, please visit www.mcdonalds.com where a full Corporate Social Responsibility Report is available.

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