

# Chicken Sustainability

## We're on a journey to build a better McDonald's.

Since our beginning, McDonald's has been at its best when we change with our customers' evolving tastes and society's changing needs. From what's on our menu boards, to the ingredients in our food, to how our food is sourced, to the way our customers order, to the experience in our restaurants – change, innovation and listening are part of our DNA.

McDonald's has a global vision to source our food and packaging sustainably. That's why we've been working with suppliers, animal welfare organizations, scientists and industry experts on our chicken sustainability journey.

2003

### Developed First Global Antibiotics Policy

Created our first global policy on antibiotic use, which established the foundation for further work on the sustainable use of antibiotics.

2008

### Implemented Third-Party Auditing Around the World

Established third-party auditing for animal welfare across all dedicated poultry supply locations around the world.

2012

### Established Third-Party Verification

Implemented third-party verification using an independent farm assurance standard for all broiler farms supplying our European restaurants.

2014

### Endorsed New York Declaration on Forests

Became a signatory to the New York Declaration on Forests, which aims to end deforestation globally by 2030 and applies to all our raw material supply chains including poultry.

### Created Antimicrobial Stewardship Recommendations

Assembled a global team of experts to study, debate and comment on antimicrobial use in food animals. The team collectively developed recommendations for antimicrobial stewardship in food animals.

2016

### Completed U.S. Antibiotics Chicken Commitment

Reached our U.S. commitment to serve chicken not treated with antibiotics important to human medicine nearly a year ahead of schedule.

### Supported Indefinite Extension of Brazilian Soy Moratorium

Actively supported the indefinite extension of the Brazilian Soy Moratorium; remains in place until it is no longer needed.

2017

### Refreshed VAS in Food Animals

Updated the VAS to outline goals for responsible use of antibiotics around the world in food animals, including beef, pork, dairy cows and laying hens. We aim to develop specific action plans and timelines for each category.

### Issued Antibiotics Use Policy for Broiler Chickens Outside the U.S.

Requires the responsible use of antibiotics in broiler chickens, focusing on eliminating the usage of Highest Priority Critically Important Antibiotics (HPCIA), as defined by the World Health Organization (WHO).

### Improving Key Welfare Outcomes Around the World

Implementing measures to increase welfare outcomes of chicken sourced for sale in McDonald's restaurants, including developing state-of-the-art welfare measurement technology, providing enrichments to support natural behavior, running commercial trials to study the effects of certain production parameters, implementing third-party auditing, transitioning stunning methods in the U.S., and Canada, and establishing McDonald's Advisory Council for Chicken Sustainability.

2006

### Supported the Establishment of the Soy Moratorium

With soy being a major component in poultry feed, played a leading role in supporting the establishment and continuation of the Soy Moratorium, a voluntary agreement between retailers, NGOs and major soybean traders to not purchase soy grown on land within the Amazon deforested after 2008.

2010

### Partnered with World Wildlife Fund (WWF)

Engaged WWF to help define sustainable sourcing priority areas, which included chicken. We continue to work with WWF to evaluate progress and opportunities for improvement.

### Implemented Key Welfare Indicators & Antibiotic Monitoring and Improvement Plans

Established and implemented Key Welfare Indicators (KWIs) for chicken in our European markets. The KWIs are measured at both farm and slaughterhouse level, implemented antibiotic usage monitoring, and established supplier continuous improvement plans.

2015

### Released the Global Vision for Antimicrobial Stewardship (VAS) in Food Animals

Built on 2003 Global Antibiotics Policy by releasing a vision which strives to preserve antimicrobial effectiveness in the future through ethical practices today. The vision provides guidance to suppliers in parts of the world where the industry does not yet have systems in place that would allow them to verify compliance throughout the supply chain. In line with the new vision, McDonald's changed our U.S. and Canada policies relative to antibiotics by committing to use chicken that is not raised with antibiotics important to human medicine.

### Formalized Cage-Free Sourcing Efforts

Committed formally to sourcing of chicken reared only in cage-free systems where they are free to roam and express their natural behaviors. For the chicken we offer on our menu, we do not accept birds from caged housing systems.

### Committed to Eliminating Deforestation from our Global Supply Chains

Pledged our commitment to eliminating deforestation from our global supply chain, starting with beef, fiber-based packaging, coffee, palm oil and poultry.

### Recognized for Collective Contribution to the Brazilian Soy Moratorium

Together with Greenpeace and Cargill, recognized by the Keystone Policy Center Award for Leadership in Environment for our collective contribution to the Brazilian Soy Moratorium.

### Support Development of Alternative Protein Sources to Soy for Chicken Feed

Began supporting and made investments in the development of alternative protein sources to soy, such as algae and insects.

### Committed to Purchase Only Sustainably Certified Soy

For our European markets, established 2020 target to purchase only sustainably certified soy under which both ProTerra and Roundtable for Responsible Soy (RTRS) certification is recognized. Both certifications ensure adherence to globally-recognized standards for responsible soy production.

