



Key sustainability criteria for the supply of products of animal origin

XXV FEFAC CONGRESS 9-12th June 2010 Hamburg

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Keith Kenny
McDonald's Europe



McDonald's Europe – “From fast food to good food fast”

Focusing on our customers and employees.

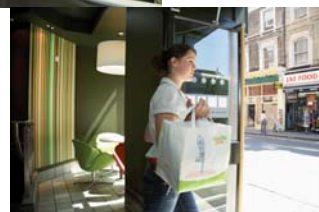
A Quick Snapshot

To know who we are:

- Europe is the second largest geography for McDonald's
- There are more than 6,600 restaurants in Europe
- Over 70% restaurants in Europe are franchised
- We serve 12 million customers a day
- We employ around 285,000 people
- We have restaurants in 40 different European countries



The first European restaurant opened in the Netherlands in 1971.



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Farm animal products

- Beef 230,000 t
- Milk 150,000 t
- Chicken 78,000 t
- Cheese 35,000 t
- Eggs 140 million
- Pork 15,000 t



3



European Beef

- 230,000 tonnes beef.
- Forequarter & flank
- 2.4 million animals
- 400,000+ European farms



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Sustainable Supply Chain

The direct and indirect effects of external pressures such as climate change, water scarcity and demand for food and oil impact the production and affordability of food.

Sustainability is not only critical to our ability to assure supply and achieve future growth, it's a great trust building and leadership opportunity for our business.



Ethical Acceptable practices	Environmental Protecting the planet	Economic Long-term economic viability
Human Welfare Employee health & welfare Food safety	Climate Change Greenhouse gas emissions Energy efficiency & renewables	Community investment Local employment & sourcing Community programmes
Animal Health & Welfare Nutrition; Medication & growth promoters ; Genetic selection ; Animal cloning, Husbandry ; Transport ; Slaughter	Natural Resources Soil Water Air	Sufficient / quality production Producer income security & access to market Agricultural input costs Crop & livestock disease
Business ethics & supplier relationships	Agro Technology Agrochemical usage, Bioconcentration & persistent organic pollutants Genetically modified organisms	
	Ecosystem protection High conservation Value Land Habitat & species preservation	
	Waste Production waste; Hazardous waste Waste to landfill	



Speaker Name
Title

Key areas



- ◆ Land & sustainable land management
- ◆ Green house gas emissions
- ◆ Water
- ◆ Animal Health & welfare
- ◆ Social Accountability



SUSTAINABLE LAND MANAGEMENT

A supply chain that conserves biodiversity, maintains rare and critical ecosystems and landscapes, and meets economic and cultural needs of local communities, while at the same time ensuring high-quality, safe, and affordable inputs.



Speaker Name
Title

TIMES ONLINE



Climate chief
Lord Stern: give
up meat to save
the planet

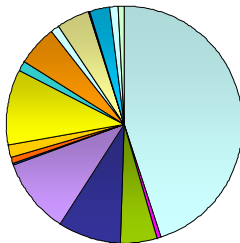


Plans to Include Climate Change
in EU's CAP The EU's post-2013
Common Agricultural Policy
(CAP)

How can we feed the
world and protect
the environment?"



Supply chain carbon foot print

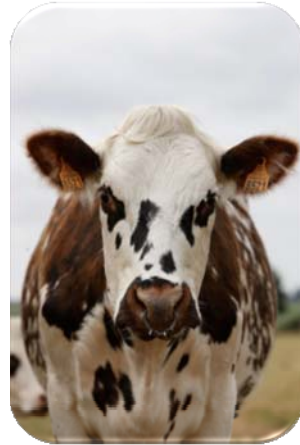


- Manufacturing
- Logistics
- Agriculture / raw materials

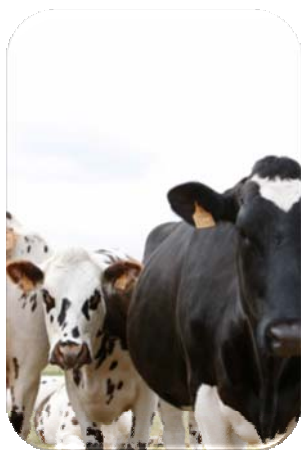


Beef - green house gas emissions

- Technically efficient farms are carbon friendly farms. Inefficient ones aren't.
- More intensive systems have faster growth rates, less time on farm, less green house gas emissions
- Different systems have different foot prints but regardless of system there are plenty of ways to reduce emissions e.g. age of calving heifers / growth rates etc
- No one improvement in efficiency will be a panacea.



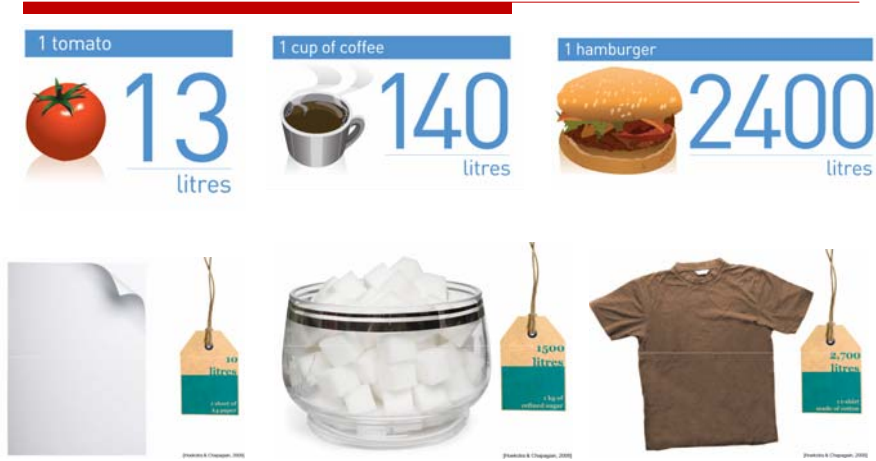
Feeding



The main source of methane in beef production comes from intestinal fermentation. By increasing growth rates through better dry matter intake, feed utilisation and improved feed conversion efficiencies, animals will grow faster and more efficiently (i.e. more meat for each unit of input) and total methane emissions per kg beef produced will be lower.



Water



Many people in the world exist on 10 litres of water or less a day.



McDonald's Europe Flagship Farms www.flagshipfarms.eu

Navigation: About Flagship Farms | **Case studies** | Environmental good practice | Economic good practice | Ethical good practice | Sustainable agriculture

You are here: Case Studies > Beef, Ireland

Beef - Dempsey Farm, Ireland

Beef Ireland
Dempsey Farm

An efficient and economically-successful business demonstrates high standards in animal welfare and environmental performance.

This case study shows how beef production in today's climate can be undertaken in an economically viable manner, whilst maintaining the welfare of the animals and controlling the impact on the environment.

In particular it highlights good practice in animal welfare, waste management and species conservation.

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Speaker Name
Title



save the date

Global Conference on Sustainable Beef

November 1-3, 2010 • Denver, Colorado USA

Join World Wildlife Fund, McDonald's, JBS, Intervet/Schering-Plough Animal Health and other stakeholders for a forum on sustainable beef production.

- Participate in science-based dialogue on key sustainability issues
- Share better management practices
- Explore ways to balance the needs of people and planet with profit

The goal is to gain alignment on key issues and agree on next steps toward voluntary improvements in sustainable beef production.

For more information about the conference, visit worldwildlife.org/sustainablebeefconference

