Sustainability in the meat sector

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McDonald's Europe

Focusing on our customers and employees.

A Quick Snapshot

To know who we are:

- There are more than 7,100 restaurants in Europe
- Over 70% restaurants in Europe are franchised
- We serve 13.5 million customers a day
- We employ around 415,000 people
- We have restaurants in 40 different European countries



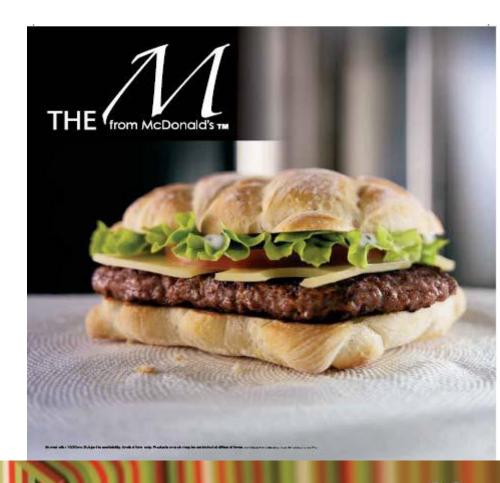
The first European restaurant opened in the Netherlands in 1971.



"From fast food to good food fast"

What our customers want:

- Taste great
- Food safety
- Feel good about the food that they eat
- Good value





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.

European Beef

- 240,000 tonnes beef.
- Forequarter & flank
- 2.5 million animals
- 400,000+ European farms







Beef challenges

TIMESONLINE



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



Beef responsible for 60% or more of all land used by people for food, but produces <2% of calories

Water foot prints









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





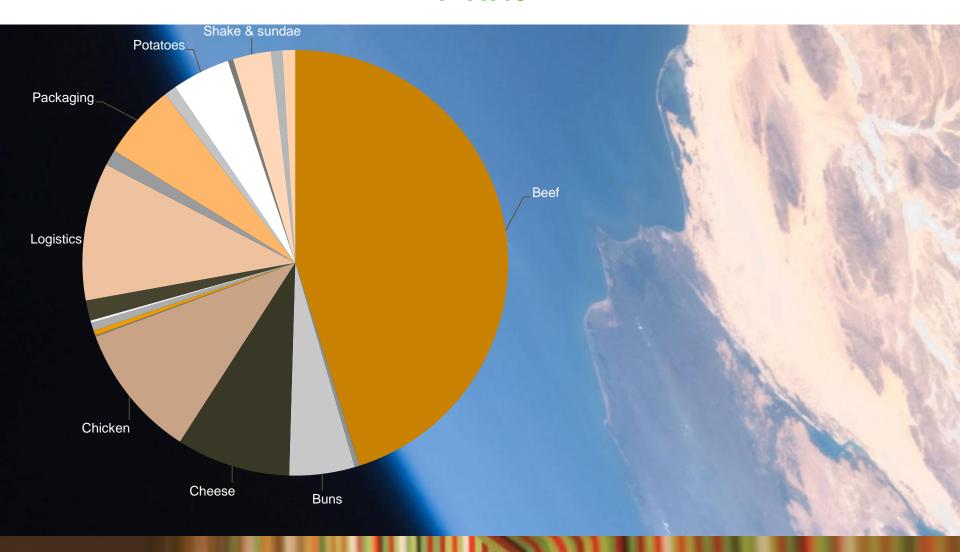
Many people in the world exist on 10 litres of water or less a day.

Source: FAO, WFN

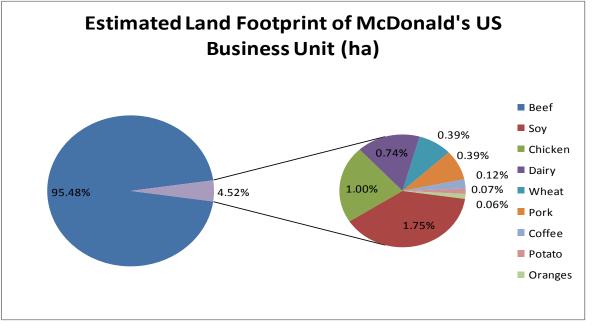




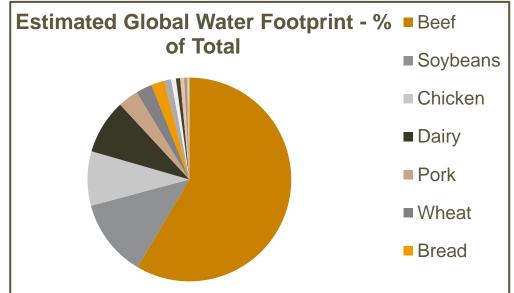
McDonald's Europe Supply Chain Carbon Foot Print





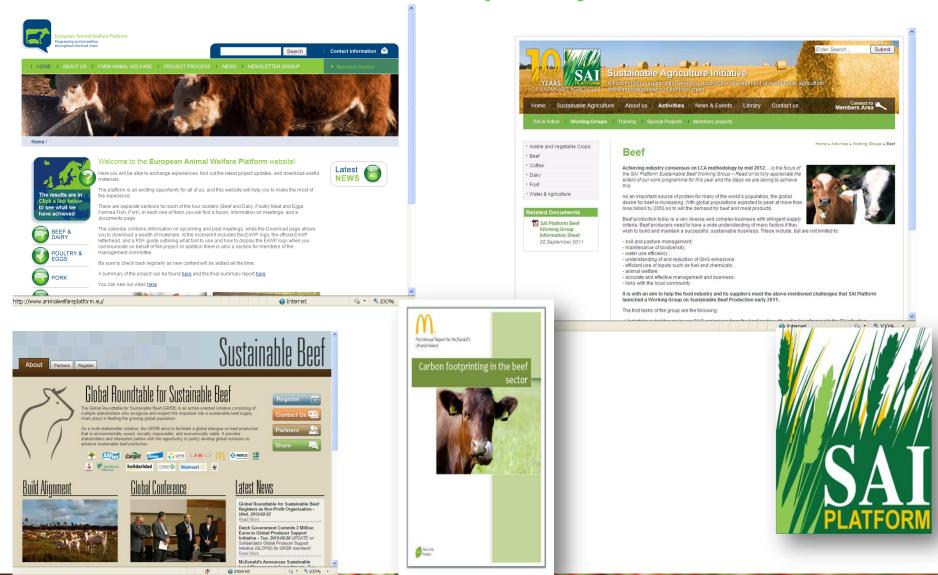








Our number 1 priority is beef





Ethical (acceptable practices)	Environmental (protecting the planet)	Economic (long-term EC economic viability)
Human Health & Welfare	Climate Change	Sufficient high quality production
Animal Health & Welfare	Natural Resources - Soil - Water - Air	Community Investment
Business Ethics and Supplier Relationships	Agro-technology	
	Ecosystem protection	
	Waste	





McDonald's Agricultural Assurance Programme (MAAP)

Objectives

- To fully include food safety and quality from the beginning of the production cycle
- To ensure and support economic viability, environmental and ethically acceptable agricultural production
- Know the history of all the agricultural products used and to ensure they are produced to the highest agricultural standards



McDonald's Europe Flagship Farms



About Flagship Farms

Case studies

Environmental good practice

Economic good practice

Ethical good practice

Sustainabl

Potatoes, Poland

Beef, Ireland

Summary Introduction Management Inputs and Operations

Tomatoes, Portugal

Eggs, UK

Lettuce, Spain

Dairy, Holland

Cereals, France

Baby Leaf, Spain

Potatoes, Austria

You are here: Case Studies > Beef, Ireland

Beef - Dempsey Farm, Ireland



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.





100%

Dairy farm film





