McDonald’s CSR / Sustainability Journey

1955 - 1989
Building the Trust Bank

1990 - 2000
Confronting Societal Issues

2000 - 2012
Socially Responsible

2012-2020
Shared Value
ENJOY OUR FOOD REGULARLY

PRODUCED RESPONSIBLY

OPPORTUNITY ENGAGED AND PROUD TO SERVE

WELCOME IN THE COMMUNITY

ABUNDANT AND AFFORDABLE RESOURCES
Collaborating for Success
McDonald’s vision for sustainable supply is a supply chain that profitable yields high-quality, safe products without supply interruption while leveraging our leadership position to improve the ethical, environmental, and economic impacts of doing business for both the McDonald’s system and the world at large.
The 3-legged Stool

Suppliers

Owner/Operators

Employees
Trust gap between companies and scientists/NGOs

Net Trust in Institutions,* Average of 22 Countries, 2012

*Net trust equals “a great deal of trust” and “a fair amount of trust” minus “just a little trust” and “no trust at all.”
McDonald’s 2000 Animal Welfare Council

- Purdue
- Colorado State
- Kansas State/Michigan State
- UC-Davis
McDonald’s
2013 Academic Advisors
Swedish University of Ag Science
FAI Farms Oxford UK
Iowa State – Swine
Mississippi State – Animal Health
Colorado State – Animal Behavior
UC Davis – Poultry
Iowa State – Animal Welfare
University of Calgary – Animal Welfare
Michigan State – Animal Welfare
University of Arkansas - Poultry
Kansas State – Beef
University of Wisconsin – Dairy/Beef
Science says Customers expect
Global Roundtable for Sustainable Beef
The vision......a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

The mission ....to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration.
Efforts to “Define” Sustainable Beef

Sustainable Agriculture Initiative

The Sustainability Consortium
- Version 1.0 of Beef KPIs published
- Begin work on Version 2.0 in 2013

Certifications (Rainforest Alliance)
- First RA Certified Beef in Brazil in 2012

Individual Companies
- Creating their own definitions & surveys

SAI Definition

TSC Definition

Multiple Certifications

Many Definitions

Consumers???
“Here’s the bottom line: We can argue a lot today about what is and what is not sustainable.

But by 2050, with 9 billion people on the planet, nearly 3 billion more than today, consuming twice as much as we are now, whatever is sustainable today isn’t going to be in 2050.

So we’ve got to get better. We’ve got to figure out how to do more with less.”

Jason Clay, SVP, WWF
McDonald’s: Collaborating for Measurable Sustainability
Large gap between expectations on CSR and industry CSR performance

Expectations vs Performance Gap
Average of 15 Tracking Countries,* 2001–2011

*Includes Australia, Brazil, Canada, Chile, China, France, Germany, Italy, Mexico, Nigeria, Russia, South Korea, Turkey, the UK, and the USA.

**Aggregate net expectations of up to 10 responsibilities of large companies (not all responsibilities captured)

***CSR industry performance

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Partnering for sustainable Food & Agriculture