McDonald’s Updates

As part of the company's global commitment to address customers’ changing preferences, McDonald’s USA announced March 4 at its 2015 U.S. Turnaround Summit that it will source only chicken raised without antibiotics important to human medicine, as well as offer milk jugs of low-fat white and fat-free chocolate milk from cows that are not treated with the rbST artificial growth hormone. In addition, McDonald’s USA – along with several of its supplier partners – helped found and will actively participate in the newly formed U.S. Roundtable on Sustainable Beef, a critical step in fulfilling the company's global commitment to source verified sustainable beef.

Read the full announcement, and visit AccessMCD to learn more.

Turnaround Summit reduces footprint, showcases sustainability throughout System

Its exciting menu sourcing announcement was only one way McDonald’s USA made a statement about sustainability at the Turnaround Summit March 3-5. If you missed it, here’s a look at how the company showcased some of the great sustainability work happening around the System.

What about Bob?

In March, Bob Langert retired as McDonald's Global Vice President of Corporate Social Responsibility & Sustainability after a remarkable 32-year career with the System, during which he was instrumental in establishing many of the programs that enable us to make a difference in our business and society today.

“Bob left behind a legacy of passion and perseverance for global sustainability as well as Brand McDonald's,” said Susan Forsell, Vice President, U.S. Sustainability. “We are truly grateful for his leadership and know that he helped establish a solid foundation for us to build on in the future.”

So what is McDonald's “grandfather of sustainability” up to now? Read his exit interview with GreenBiz, as well as the first columns he's authored for GreenBiz.com as a new part-time editor at large and regular contributor.

Supplier Group Spotlight: Dairy

Milk and cheese: They're a match made in dairy heaven. So when McDonald’s helped coordinate a sustainability workshop for its dairy and cheese suppliers in 2014, it made perfect sense to bring the two groups together. The workshop spurred the formation of McDonald’s Dairy Sustainability Council, which convened for the first time in December. The Council has since defined its structure, which includes sub-teams for Greenhouse Gas and Energy, Waste and Water, Measurement and Communications, and On-Farm Engagement, and set goals for each priority area. It plans to do some industry benchmarking at the upcoming Dairy Management Institute conference in May.

Learn more, and stay tuned for an update on McDonald’s Beef Processing Sustainability Team in our Summer 2015 newsletter.
Supplier Workplace Accountability (SWA) update

- Stay tuned for extensive training opportunities in 2015. Here’s what to expect. If you have questions or requests for training topics, email Rachael.Sherman@us.mcd.com.
- Learn about an SWA training program that brought together California growers, the government and OSHA.
- As a reminder, your key SWA contacts are:
  - Katie Knytych, Intertek USA lead (katie.knytych@intertek.com)
  - Rachael Sherman, McDonald’s USA lead (Rachael.Sherman@us.mcd.com)

U.S. Sustainability organization changes

We are excited to announce changes that will strengthen our team and better support McDonald’s sustainability vision. First, the U.S. Energy team, which has been focused on helping our restaurants become more energy-efficient and negotiate better energy rates, moved from Operations to U.S. Sustainability. Second, this new and expanded team will now report to Worldwide Supply Chain and Sustainability, led by Corporate Senior Vice President Francesca DeBiase. While this new reporting structure allows us to find more synergy and leverage, the U.S. team’s focus is still on supporting the Turnaround Agenda and driving progress for the U.S. business. Meet the team.

Supplier Sustainability News

Collaboration sparks change

Thanks to a casual conversation between two suppliers at McDonald’s 2014 Sustainability in Action Tour, Coca-Cola has added the How2Recycle label to its Minute Maid Orange Juice bottles. Learn more.

- Cascades receives supplier sustainability award at 2014 HAVI Supplier Summit
- McDonald’s Bakery and Baked Goods Sustainability Team surpasses 2015 Zero Waste to Landfill goal in first quarter
- Tyson Foods pilots energy and water management process at Tennessee complex with promising results
- Coca-Cola receives 2015 U.S. Water Prize for excellency in water stewardship for its innovative community watershed projects
- Coca-Cola signs statement with WWF and WaterAID on access to water, sanitation and hygiene, freshwater ecosystem conservation
- Coca-Cola to co-host Watershed Workshops across the country to improve companies’ relationships to water and communities
- Golden State Foods shares latest news in CSR Advocate bulletin
- 82 internal sustainable development projects help Conagra Foods reduce water, waste, energy and costs
- Taylor Farms installs new solar energy system and wind turbine
- Keystone Foods extends animal welfare program, embeds safety in its culture
- Care2.com explains how to make sense of sustainable coffee labels (with a shout-out to McDonald’s and its coffee suppliers for using 100% Rainforest Alliance certified espresso)

Next Sustainability in Action Tour: Fall 2015

For the past three years, the Communications Team has organized an annual tour for participants to learn from McDonald’s suppliers and industry experts by seeing sustainability in action in McDonald’s supply chain. (Read about our successful 2014 and 2013 tours.) The team is currently planning an exciting 2015 visit tentatively scheduled for September – keep an eye out for an email with details soon!

Sustainability Communications Team

We want to hear from you! Please send us your comments, story ideas and feedback on how to improve this newsletter by emailing Rachael.Sherman@us.mcd.com.