



Philip Cocoman

Origin Green Ambassador

Meat Marketing Seminar

9<sup>th</sup> January 2015



# McDonald's

- 35,000 restaurants worldwide  
(88 in Ireland, 1200 in UK)
- Presence in 119 countries
- Serve almost 70 million people a day
  - 1.9 million employees
- €23 billion revenue in 2013





# Placement

**January – June 2014: McDonald's Europe**

(UK Head Office, East Finchley, London)

McDonalds Europe Sustainable Supply Chain Team

Keith Kenny - Senior Director Supply Chain

Nicola Robinson – Agriculture Manager

Jacqueline McAllister - Senior Manager Supply Chain



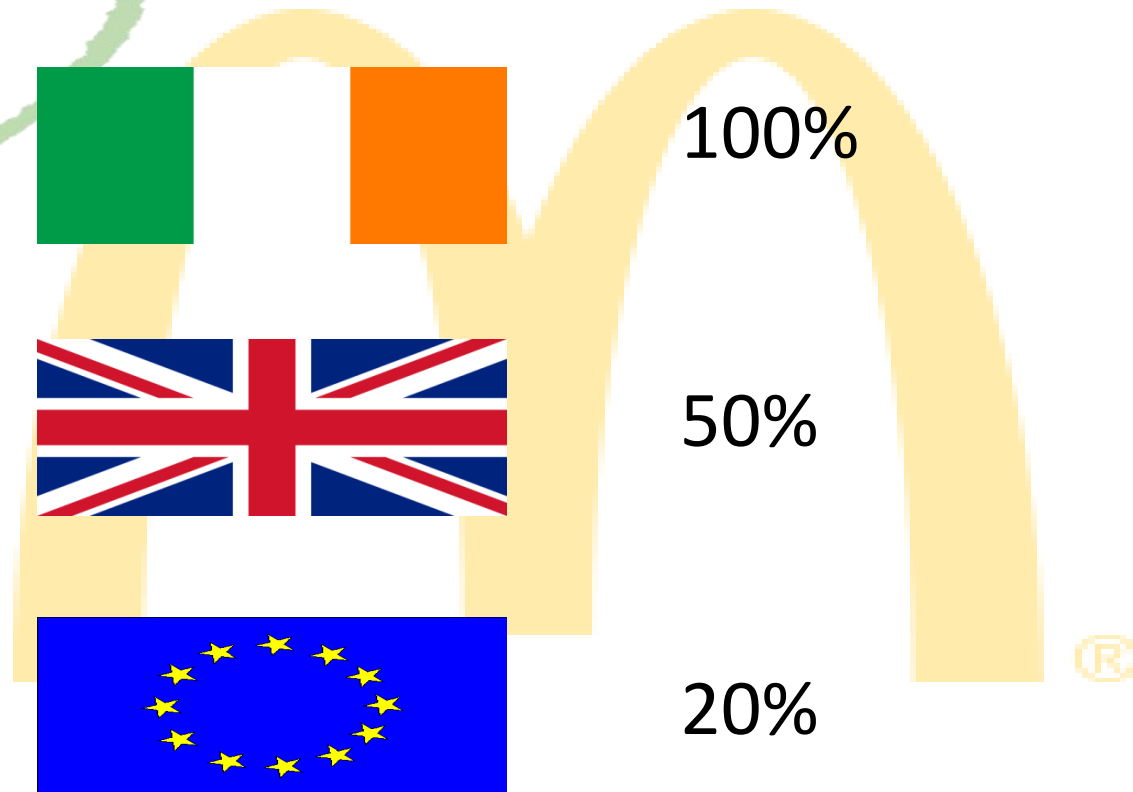
# Placement

**January- June 2015: McDonald's Global**  
(Global HQ, Oak Brook, Chicago)

Michele Banik-Rake

Director of Sustainability, Worldwide Supply Chain <sup>®</sup>

# McDonald's Beef Origin





## OUR JOURNEY TO VERIFIED SUSTAINABLE BEEF

McDonald's aims to begin purchasing verified sustainable beef in 2016 - and we're on a journey to get there.



# Sustainable Beef

- Bob Langert Senior VP Sustainability

“Consumer Driven”

“Don’t want a McDonald’s definition of sustainable beef”

Source: “Canada, Ireland.. Australia and Brazil”





‘Sustainable Beef Working Group’



Global Roundtable for Sustainable Beef





# McDonald's Flagship Farms

- John Power
- Ray Dempsey
- Eoghan McCarthy (Dairy)



# Sustainability in McDonald's

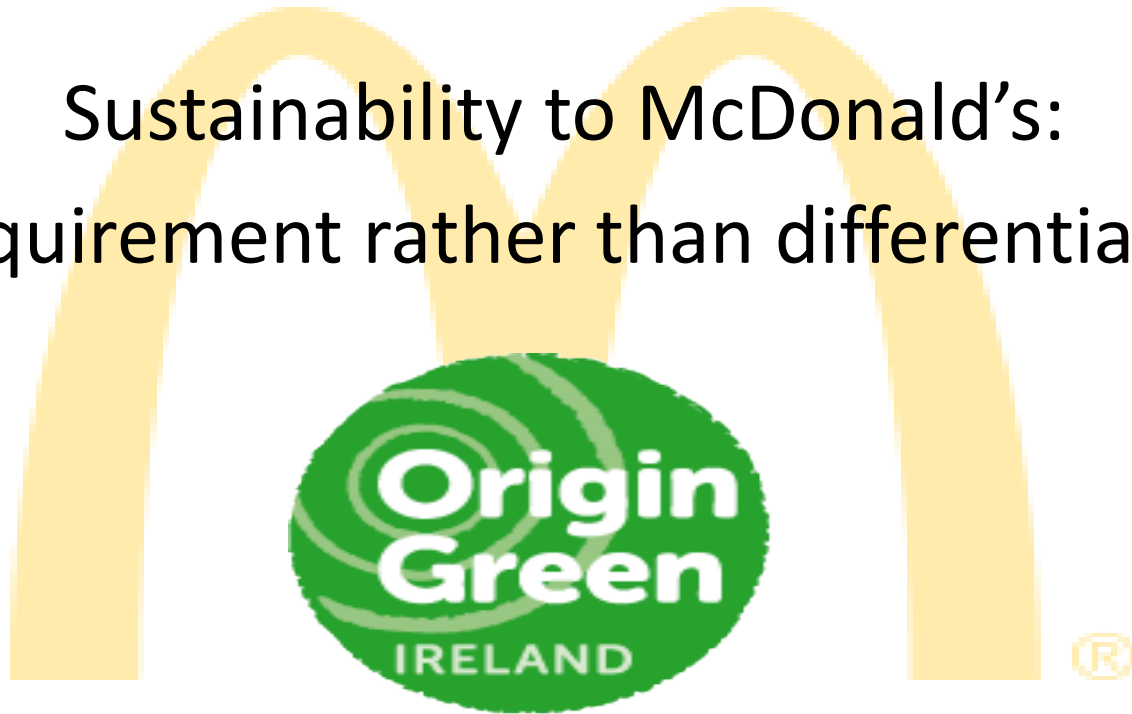


# McDonald's



- ✓ Long term relationships
- ✓ Proactive and innovative suppliers
- ✓ Open book negotiations
- ✓ Supplier employees based in East Finchley

Sustainability to McDonald's:  
Requirement rather than differentiator





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Working  
with nature

**Bord Bia**  
Irish Food Board