



BEEF

FROM CERTIFIED SUSTAINABLE SOURCES

As one of Canada's largest purchasers of beef, McDonald's is committed to supporting and accelerating industry leadership toward more sustainable production practices. In 2014, McDonald's and Cargill became founding members of the Canadian Roundtable for Sustainable Beef (CRSB) and together with Canadian ranchers, continue to drive positive outcomes for animals, people and the planet. Here's how beef qualifies as sustainably sourced:*



Every link in the supply chain – Ranchers, Feedlots and Processors – is audited and certified



Eligible cattle are tracked through the supply chain using RFID ear tags



Beef from certified sustainable sources is used in products like McDonald's Angus patties

5 GLOBAL PRINCIPLES OF BEEF SUSTAINABILITY**



Animal Welfare

Respect and manage animals to ensure health and welfare



Natural Resources

Manage natural resources responsibly and enhance ecosystem health



Food

Ensure safety and quality, and share information to promote sustainability



People & Community

Protect and respect human rights, and recognize community impact



Efficiency & Innovation

Encourage innovation, optimize production, reduce waste and add to economic viability



And what about...

Added hormones?

Although cattle, like humans, have hormones, responsible use of added hormones improves production efficiency by reducing the use of basic resources like feed, water, land.

Antibiotics?

McDonald's remains committed to working with industry leadership on the responsible use of antibiotics in animals raised for food. Responsible use includes the treatment of sick animals. Responsible antibiotic use also supports a tiered approach, starting with those antibiotics of lesser importance and using antibiotics of greater importance to human health when supported by resistance monitoring and susceptibility testing.

Grass-fed?

Grass-fed beef and grain-finished are both considered sustainable beef production systems. Because the Canadian climate does not support year-round grass feeding in all areas, grains are added to cattle diets. Grain also helps create the juicy, well-marbled beef that Canadians love.

Greenhouse Gas Emissions?

Cattle grazing in fact promotes improved soil heath, leading soil to sequester more carbon. New and emerging opportunities such as seaweed as a feed additive are anticipated to significantly reduce greenhouse gas emissions from cattle.