



## Global McDonald's

- Humble beginnings in 1955
- First restaurant outside USA was in Canada in 1967 (only 40 years ago)
- Supply to over 31,000 restaurants
- Operating now in 118 countries
- Support the countries we operate in
- Import restrictions
- Religious and Ethnic Diversity

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### McDonald's Menu

### Core Menu items:

- Beef: Big Mac, QPC, Hamburger or Cheeseburger
- Poultry: Chicken McNuggets, Egg McMuffin,

### Area of the World

Chicken, Beef and Pork products

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## Topics of Discussion

- Philosophy
- Approach
- Specifics of programs
- Results of the program
- Keys to program success
- Future direction

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### Philosophy – Our Guiding Principals

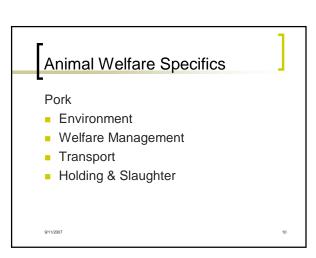
- Safety
- Quality
- Animal treatment
- Partnership
- Leadership
- Performance Measurement
- Communication

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# Approach Employ the Experts Science based assessment Global Standards Continuous Improvement



# Animal Welfare Specifics Poultry Antibiotics Environment Transport Slaughter







## Keys to Success Standards are fact based and supported by the experts Standards must be measurable and auditable Share the knowledge and experience Win-Win-Win philosophy Be consistent – back up what you say



