

Animal Welfare - A Food Service Perspective



NFAACC's National Farm Animal Care & Welfare Conference, September 20 & 21, 2007

La Conférence nationale du CNSAE sur le bien-être et la protection des animaux d'élevage, 20 et 21 septembre 2007

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Why is McDonald's here?

McDonald's Corporate Responsibility

- Global Commitment
- Tradition and Heritage
- Business Strategy
- Collaborative Effort

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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

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[Animal Welfare Specifics]

- Beef
- Welfare Management
 - Transport
 - Holding Facilities
 - Slaughter Practices

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[Animal Welfare Specifics]

- Poultry
- Antibiotics
 - Environment
 - Transport
 - Slaughter

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[Animal Welfare Specifics]

- Pork
- Environment
 - Welfare Management
 - Transport
 - Holding & Slaughter

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[Real Life – Audit Results]

- What have we learned?
- Have we changed behavior?

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[What The Experts Have Said]

- Dr. Temple Grandin
"McDonald's should be given credit for bringing about improvements in animal welfare in the entire beef industry..."
- Dr. Joy Mench
"McDonald's has ushered in a new era of responsibility and accountability..."
- Erika Voogd – CEO of Voogd Consulting
"My library of 'best practices' contains countless plant photos and process control records that the Canadian system has shared..."

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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

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Next Steps – Our Vision of the Future

Poultry

- Cages? Cage-Free? Free-range?
- Antibiotics
- Catching techniques
- Gas stunning

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Next Steps – Our Vision of the Future

Pork

- Gestation stalls

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In Summary

- The entire food chain should actively work on developing viable alternatives
- Market forces – the advocate of change.

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Thank You !



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