

## Particulars

<b>Organisation Name</b>	McDonald's Corporation
<b>Corporate Website Address</b>	www.aboutmcdonalds.com
<b>Primary Activity or Product</b>	Wholesaler and/or Retailer
<b>Related Company(ies)</b>	None
<b>Country Operations</b>	American Samoa, Argentina, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Belarus, Belgium, Bermuda, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia (Hrvatska), Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Equatorial Guinea, Estonia, Fiji, Finland, France, French Guiana, Georgia, Germany, Greece, Guadeloupe, Guam, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Korea, Republic of, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Macau, Macedonia, The Former Yugoslav Republic of, Malaysia, Malta, Martinique, Mauritius, Mexico, Moldova, Republic of, Morocco, Netherlands, New Caledonia, New Zealand, Nicaragua, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russian Federation, Saudi Arabia, Singapore, Slovakia (Slovak Republic), Slovenia, South Africa, Spain, Sri Lanka, Suriname, Sweden, Switzerland, Taiwan, Province of China, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam, Virgin Islands (British), Virgin Islands (U.S.)
<b>Membership Number</b>	3-0044-11-000-00
<b>Membership Type</b>	Ordinary Members
<b>Membership Category</b>	Retailers

## Retailers

### Operational Profile

#### 1.1 Please state what your main activities are within retailing

■ Other

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- Food goods

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- Home and personal care goods

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- Other:

Food Service

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### Operations and Certification Progress

#### 2.1 Do you have a system for calculating how much palm oil and palm oil products you use?

Yes

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#### 2.2.1 Total volume of Crude Palm Oil handled in the year:

98856.00

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#### 2.2.2 Total volume of Palm Kernel Oil handled in the year:

1218.00

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#### 2.2.3 Total volume of other Palm Oil Derivatives and Fractions handled in the year:

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#### 2.2.4 Total volume of all palm oil and palm oil derived products you handled in the year:

100074.00

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#### 2.3 Palm Oil volume used in the year in your own brand products that is RSPO certified

No	Description	Crude Palm Oil (Tonnes)	Palm Kernel Oil (Tonnes)	All other palm-based derivatives and fractions (Tonnes)
2.3.1	Book & Claim	23825.00	774.00	
2.3.2	Mass Balance	12060.00		
2.3.3	Segregated			
2.3.4	Identity Preserved			
2.3.5	Total volume of palm oil used that is RSPO-certified:	35885.00	774.00	

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**2.4 Volume of all other palm-based derivatives and fractions covered by Book & Claim**

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**2.5 Volume of Palm Kernel Expeller used/ handled?**

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**2.6 Do you plan to ask your suppliers if the palm oil supplied comes from growers who disclose their GHG emissions within the RSPO P&C 5.6 & 7.8?**

No

**- Report file:**

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**- URL: Add link to website**

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**Time-Bound Plan****3.1 Date expected to start (or year started) using RSPO-certified palm oil products - own brand**

2012

**3.2 Date expected to be (or already) using 100% RSPO certified palm oil products from any supply chain option - own brand**

2015

**3.3 Date expected to be using 100% RSPO certified oil palm from physical supply chains (Identity Preserved, Segregated and/or Mass Balance) - own brand products**

2020

**3.4 Does your company use palm oil in products you manufacture on behalf of other companies?**

No

**3.5 Do your (own brand) commitments cover your companies global use of palm oil?**

Yes

**3.6 Which countries that your organization operates in do the above own-brand commitments cover?**

American Samoa, Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Belarus, Belgium, Bermuda, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia (Hrvatska), Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Fiji, Finland, France, French Guiana, Georgia, Germany, Greece, Guadeloupe, Guam, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Korea, Republic of, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Macau, Macedonia, The Former Yugoslav Republic of, Malaysia, Malta, Martinique, Mauritius, Mexico, Moldova, Republic of, Morocco, Netherlands, New Caledonia, New Zealand, Nicaragua, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Reunion, Romania, Russian Federation, Saudi Arabia, Singapore, Slovakia (Slovak Republic), Slovenia, South Africa, Spain, Sri Lanka, Suriname, Sweden, Switzerland, Taiwan, Province of China, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam, Virgin Islands (British), Virgin Islands (U.S.)

**3.7 What are your interim milestones towards achieving these RSPO certification commitment to your own-brands (year and progressive CSPO%) - please state annual targets/strategies**

McDonald's goal is that 100% of the palm oil used in our restaurants and as ingredients in McDonald's products will support the production of sustainable palm oil. This includes sourcing from Roundtable on Sustainable Palm Oil or RSPO-certified sustainable sources or covering usage with GreenPalm Book and Claim certificates for palm oil or palm kernel oil.

Globally, we are committed to meeting our 2015 milestones and 2020 aspirational goal to support sustainable palm oil production for all palm oil used in our restaurants or palm oil/palm kernel oil purchased as ingredients by McDonald's suppliers for use in McDonald's products. Some milestones along the way include:

- 2011 McDonald's becomes an RSPO member
- 2012 all suppliers sourcing palm oil are from RSPO members.
- 2012 Several markets in Asia Pacific Middle East Africa (APMEA) began using RSPO certification methodologies for restaurant cooking oil and par fry. McDonald's restaurants in the U.S. and Europe do not use palm oil in restaurant cooking, so they began to use RSPO certification methodologies, including GreenPalm Book and Claim certificates, to cover a portion of their suppliers' use of palm oil and palm kernel oil as ingredients in McDonald's products.
- 2013 – Continued progress increasing RSPO sustainable palm oil in APMEA for restaurant store oil and par fry for chicken and potato products. In the U.S., suppliers of baked goods and liquid products (toppings and sauces) have moved to cover ingredient volumes for McDonald's products using GreenPalm Book and Claim certificates.
- By 2015—100% of palm oil used for restaurant cooking or by McDonald's suppliers to par-fry chicken and potato products will be RSPO certified sustainable or covered by GreenPalm Book and Claim certificates.
- By 2020—100% of all palm oil or palm kernel oil used as an ingredient by McDonald's suppliers for use in McDonald's products will be RSPO certified sustainable or covered by GreenPalm Book and Claim certificates.

**3.8 Does your company have a Time-Bound Plan for the use of palm oil in the products you sell on behalf of other companies?**

Yes

**Trademark Related**

**4.1 Do you use or plan to use the RSPO Trademark on your own brand products?**

No

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Still assessing overall business value to our brand.

**4.2 Please state for which product range(s) you intend to apply the Trademark and when you plan to start**

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- Year

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**Actions for Next Reporting Period**

**5.1 Outline actions that you will take in the coming year to promote CSPO use along the supply chain**

In the coming year we plan to significantly increase our purchases of book and claim certificates to support sustainable production with the palm oil used in our restaurants for cooking and by our suppliers to par-fry our chicken and potato products. We will continue to work with our suppliers to ensure they identify uses of palm oil as ingredients in our products and further advance their support for sustainable palm oil.

**Reasons for Non-Disclosure of Information**

**6.1 If you have not disclosed any of the above information, please indicate the reasons why**

Other

**- Others:**

With reference to question 3.8 - McDonald's doesn't sell products on behalf of other companies. However, we do include some branded products in our products (e.g., the McFlurry line). Our 2020 target requires all suppliers (including those of branded products) to use any RSPO approved certification method (Book & Claim, Mass Balance, Segregated or Identity Preserved) to ensure that the palm oil used in the products sold by McDonald's supports sustainable production practices.

## Application of Principles & Criteria for all members sectors

### 7.1 Do you have (a) policy/ies, that are in line with RSPO P&C such as:

- Water, land, energy and carbon footprints
- Ethical conduct and human rights
- Labour rights
- Stakeholder engagement

#### - Please specify if/when you intend to develop one

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#### - Water, land, energy and carbon footprints

[R-Policies-to-PNC-waterland.pdf](#)

For administration purpose, attachment files are renamed automatically

#### - Ethical conduct and human rights

[R-Policies-to-PNC-ethicalconducthr.pdf](#)

For administration purpose, attachment files are renamed automatically

#### - Labour rights

[R-Policies-to-PNC-laborrights.pdf](#)

For administration purpose, attachment files are renamed automatically

#### - Stakeholder engagement

[R-Policies-to-PNC-stakeholderengagement.pdf](#)

For administration purpose, attachment files are renamed automatically

### 7.2 What steps will/has your organization taken to support these policies?

Business ethics is a crucial part of McDonald's identity and a part of our core values ([http://www.aboutmcdonalds.com/mcd/our\\_company/mission\\_and\\_values.html](http://www.aboutmcdonalds.com/mcd/our_company/mission_and_values.html) [Click here to visit the URL](#)). McDonald's approach to sustainable sourcing involves various programs that address what we call the 3 E's of Sustainability - Ethics, Environment, and Economics - throughout our supply chain. Regarding Ethics in particular, we require all suppliers to approve our Code of Conduct, and our Supplier Workplace Accountability program works with suppliers to uphold the provisions of the Code of Conduct via annual self assessments and risk-based audits.

## Challenges

### 1 What significant economic, social or environmental obstacles have you encountered in the production, procurement, use and/or promotion of CSPO and what efforts did you make to mitigate or resolve them?

Given McDonald's unique franchising structure and supplier relationships we have had to spend a great deal of time digging into our supply chain and supplier relationships to communicate on our sustainable palm oil vision and ensure all parties were on board and executing against our goals.

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### 2 How would you qualify RSPO standards as compared to other parallel standards?

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#### Cost Effective:

Yes

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#### Robust:

Yes

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#### Simpler to Comply to:

similar

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### 3 How has your organization supported the vision of RSPO to transform markets? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)

We continue to support the vision of transforming markets by supporting sustainable palm oil production through expansion of GreenPalm Book & Claim certificates and other RSPO certified mechanisms. We worked with GreenPalm in 2013 to expand the opportunity for other companies in the food service sector to utilize GreenPalm certificates to support sustainable palm oil.

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### 4 Other information on palm oil (sustainability reports, policies, other public information):

Please see [www.aboutmcdonalds.com](http://www.aboutmcdonalds.com) [Click here to visit the URL](#) for additional information on our Global Sustainability Framework and goals; and our CSR & Sustainability Report.

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