

Particulars

Organisation Name	McDonald's Corporation
Corporate Website Address	www.AboutMcDonalds.com
Primary Activity or Product	Wholesaler and/or Retailer
Related Company(ies)	None
Country Operations	
Membership Number	3-0044-11-000-00
Membership Type	Ordinary Members
Membership Category	Retailers
Primary Contacts	Brian Kramer Address: 2915 Jorie Boulevard Oak Brook United States 60523
Person Reporting	Townsend Bailey

Related Information

Other information on palm oil:

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Reporting Period	01 January 2012 - 31 December 2012
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Retailers

Operational Profile

1. Main activities within retailing

- Own-brand
- Other

- Others:

Food service

Operations and Certification Progress

2. Do you have a system for calculating how much palm oil and palm oil products you use?

Yes

3. Total volume of all palm oil products used in the year in your own brand products:

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3.1. Total volume of Crude Palm Oil used in the year:

103336

3.2. Total volume of Palm Kernel Oil used in the year:

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3.3. Total volume of other Palm Oil Derivatives and Fractions used in the year:

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3.4. Total volume of all palm oil and palm oil derived products you used in the year:

103336

4. Volume of Crude Palm Oil used in the year in your own brand products that is RSPO-certified:

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4.1. Book & Claim

2997

4.2. Mass Balance

10000

4.3. Segregated

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4.4. Identity Preserved

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4.5. Total volume of Crude Palm Oil used that is RSPO-certified:

12997

5. Volume of Palm Kernel Oil used in the year in your own brand products that is RSPO-certified:

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5.1. Book & Claim

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5.2. Mass Balance

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5.3. Segregated

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5.4. Identity Preserved

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5.5. Total volume of Palm Kernel Oil handled that is RSPO-certified:

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6. Volume of all other palm-based derivatives and fractions used in the year in your own brand products that is RSPO-certified:

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6.1. Book & Claim

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6.2. Mass Balance

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6.3. Segregated

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6.4. Identity Preserved

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6.4. Total volume of palm-based derivatives and fractions included in the products sold in the reporting year in your own brand business

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7. 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 on suppliers if the palm oil supplied comes from growers who disclose their GHG emissions within the RSPO P&C 5.6 & 7.8

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Time-Bound Plan

8. Date expected to start (or year stated) using RSPO-certified oil palm products – own brand

2012

9. Date expected to be (or already) using 100% RSPO certified oil palm products from any supply chain option – own brand

2020

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

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

No

12. Date expected to actively communicate to promote the use of certified sustainable palm oil in other manufacturers' brands that you sell

2011

13. Do your (own brand) commitments cover your companies global use of palm oil?

Yes

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

15. What are your interim milestones towards achieving these RSPO certification commitment to your own-brands (year and progressive CSPO%)

- * All palm oil suppliers are RSPO members as of 2012
- * Beyond cooking oil and par-fry, all palm oil as an ingredient in our products identified by 2014
- * 100% of palm for cooking in restaurants and for par-fry by suppliers covered by RSPO book & claim certificates by 2015
- * 100% of palm oil used as an ingredient in US and Europe covered by RSPO book & claim certificates by 2015
- * 2015: Incorporate ingredients into reported volumes, beginning with 2014 data
- * 2020 Goal: By 2020 100% of primary and secondary uses of palm oil support sustainable production practices

16. Does your company have a timebound plan for the use of palm oil in the products you sell on behalf of other companies?

Yes

Actions for Next Reporting Period

17. Outline actions that will be taken in the coming year to promote sustainable palm oil use along the supply chain

In 2014, we will work with our suppliers to make sure that we have identified all uses of palm oil as a secondary ingredient in our products. We also 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 communicating our progress with transparency.

Reasons for Non-Disclosure of Information

18. If you have not disclosed any of the above information, please indicate the reasons why

Other

- Other reason:

Regarding question #16, 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.

Trademark Related

19. Please state product range(s) and date(s) started or expected to start using trademark

At this point, we do not have plans for use of the RSPO trademark beyond our annual sustainability report.

Year:

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20. Do you undertake or support any projects on sustainable palm oil that have not been captured in this report?

No

Application of Principles & Criteria for all members sectors

21. Related to your sourcing, do you have (a) policy/ies, that are in line with the RSPO P&C

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

Water, land, energy and carbon footprints policy

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Ethical conduct and human rights policy

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

For administration purpose, attachment files are renamed automatically

Labour rights policy

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Stakeholder engagement policy

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21.1. Please specify if/when you intend to develop one

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22. What steps will your organization take to realize ethical conduct using business-applicable regulations and industry practices?

Business ethics is a crucial part of McDonald's identity and a part of our core values ([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.

23. Are you sourcing 100% physical CSPO?

No

Your organization's plan to cover sourced palm oil and palm kernel oil, which is not yet segregated or identity preserved, through Mass Balance

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Challenges

1. Significant economic, social or environmental obstacles

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

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Cost Effective:

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Robust:

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Simpler to Comply to:

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3. How has your organization supported the vision of RSPO to transform markets?

McDonald's supports the vision of the RSPO by making public commitments to sustainable palm oil, requiring our direct suppliers of palm oil to become RSPO members, and working with our suppliers to identify the use of palm oil in our products.
