



Grade Range



McDonald's

OVERALL SCORE



Corporate headquarters: One McDonald's Plaza, Oak Brook, IL, 60523

2017 global revenues: \$22.82 billion

Returned the survey: Yes

McDonald's is one of the largest and most-recognized fast food chains in the world and has played a significant role in increasing meat on global menus and diets. While McDonald's has set sustainability standards for suppliers on a range of issues, supplier participation is optional and the environmental impacts of its sourced meat remain largely unabated.

Commitment

SUPPLY CHAIN GHG EMISSIONS REDUCTION

McDonald's has a commitment to reduce its emissions intensity – measured as emissions per metric ton of food and packaging – by 31 percent across its supply chain by 2030 from 2015 levels. The Science Based Targets initiative approved McDonald's emissions reduction commitment. In McDonald's response to Mighty Earth's inquiries about this commitment, the company states that the supply chain Science Based Target includes its protein supply chains, covering beef, poultry, dairy, and feed explicitly. However, because the goal uses an intensity metric, the company's emissions intensity could decrease, even if its absolute emissions increase.

McDonald's is also a member of both the US Roundtable for Sustainable Beef and the Global Roundtable for Sustainable Beef. These multi-stakeholder initiatives aim to enhance the sustainability of beef production in the U.S. and globally, including through farm-level greenhouse gas emissions reductions, but do not set standards, operate certification programs, or cover the full scope of the supply chain impacts. This weakness of both the USRSB and the GRSB is obvious when reviewing McDonald's own commitment to reducing its supply chain GHG emissions, since this goal does not explicitly target the company's beef suppliers.



Commitment	2
Implementation	1
Reporting	0



Grade Range



McDonald's CONTINUED

Commitment

SUSTAINABLE FEED SOURCING

In its response to Mighty Earth, McDonald's highlighted its involvement with two multi-stakeholder initiatives that aim to improve feed crop sustainability: the Midwest Row Crop Collaborative and Field to Market. The company also reports a commitment to purchase 100 percent certified sustainable soy by 2020 for its European chicken. However, McDonald's does not have a comprehensive policy requiring meat suppliers to implement sustainable feed sourcing practices across their full supply chain.

F

Commitment	0.5
Implementation	0
Reporting	0

RESPONSIBLE MANURE PROCESSING

In its response to Mighty Earth, McDonald's states, "As an important driver of emissions, manure management is included in our Science Based Target. Many of our suppliers already have work underway in this area." However, McDonald's has no commitment to ensuring meat suppliers have responsible manure management plans in place throughout its meat supply chain.

F

Commitment	0
Implementation	0
Reporting	0