



Conservation International – McDonalds Partnership Timeline

1990 - The Rainforest Imperative

In January of 1990, Conservation International and Kurtis Productions teamed up to produce a video entitled *The Rainforest Imperative*. Through its relationship with Kurtis Productions, McDonalds provided the funding to underwrite the video while providing complete editorial control to Kurtis Productions for its content. This video, which looks at several important issues facing the rainforest, aired on the A&E Network at least a dozen times over a two year period.

Additionally, Kurtis Productions worked with CI to produce a 20-minute version of the video to be used as part of an education tool kit for teachers nationwide. McDonalds continues to promote the free distribution of this *Rain Forest Teaching Kit* on its website through the companies Educational Resource Center.

1991 – Discover the Rain Forest Happy Meal

In 1991, Conservation International and McDonalds designed and released the *Discover the Rain Forest Happy Meals*. Reaching more than 38 million customers, this program not only brought the conservation message directly to consumers through its educational messages, but a portion of each sale went directly to rainforest conservation efforts.

1991 – 1997 - Amisconde

From 1991-1997 Conservation International partnered with McDonalds, Texas A&M and Clemson University on the *Amistad Conservation and Development Initiative* or “Amisconde” as it is known. This was an important bi-national project that focused on the important buffer zones around the 4.4 million acre La Amistad Biosphere Reserve which stretches from Costa Rica into Panama. This area lies within of one of the 25 biodiversity hotspots.

The project set up a proactive management strategy in these buffer zones that worked directly with the local residents in Costa Rica and Panama on issues including forestry, agriculture, soil conservation, environmental education and community development. Hundreds of acres of land not suitable for cultivation were reforested, additional cleared land was left to regenerate naturally, and cattle farmers were shown how to better manage their livestock. The project also set up a credit system managed by the farmers themselves, allowing them to establish soil-conservation projects, start tree nurseries, establish environmentally friendly products and businesses.

A McDonalds representative sat on the Executive Committee overseeing the Amisconde project. McDonalds also provided some funding of the project through its global operations. Additionally, McDonald's arranged for funding through its "McFamily" consisting of members of its supplier chain – including Coca-Cola and Keystone Foods - to provide additional funding.

2002 – Food Supply Conservation Guidelines

In 2002, McDonalds and CI partnered again through CI's newly formed, Center for Environmental Leadership in Business to develop and demonstrate ways to incorporate sustainability and conservation criteria into McDonald's food supply chain in an economically achievable way.

This project will work in four areas: an internal look at McDonald's key commodities and the associated environmental impacts, establishing guidelines that outline purchasing preferences from suppliers that integrate principles of sustainable agriculture and conservation into their business practices, an assessment of fishing practices and recommendations for McDonald's suppliers on how to enhance marine biodiversity, and developing the tools for monitoring and evaluating how suppliers integrate the recommending guidelines into their business practices.