



Partnership Overview

Conservation and Sustainable Agriculture in Global Food Supply Chains *A joint initiative of McDonald's Corporation and the Center for Environmental Leadership in Business at Conservation International*

McDonald's Corporation and Conservation International share a history of working together to improve the environment in which we live. Our past joint initiatives include a five-year sustainable agriculture project, AMISCONDE, in Costa Rica and Panama and an educational Happy Meal premium entitled, *Discover the Rain Forest*. Our current efforts focus on integrating conservation and sustainable agriculture into McDonald's global food supply chain.

Partnership Mission

To support McDonald's sustainability vision and achieve conservation benefits by developing and demonstrating ways to incorporate sustainability and conservation criteria into McDonald's food supply chain in an economically achievable way.

Focus

Our partnership is currently focusing on four key areas:

- **Assessment of McDonald's Food Purchases and Associated Environmental Impacts:** Development of an internal assessment which provides an overview of McDonald's key commodities and their environmental impacts. This assessment enables the partnership to set priorities for subsequent work.
- **Conservation and Sustainable Agriculture Guidelines for Food Sourcing:** Establishment of guidelines that express preference for food product purchasing that integrate principles of sustainable agriculture and conservation to ensure a net benefit for people, the environment, and the economy.
- **Fish Production and Conservation Project:** Assessment of current fishing practices to identify actions that will help McDonald's suppliers and the industry protect and enhance marine biodiversity. The project will include recommendations for purchasing guidelines.
- **Supplier Sustainability Measurement System:** Development of a software-based tool, utilizing the Conservation and Sustainable Agriculture Guidelines, that enables suppliers to integrate recommended practices into their business and to establish their baseline performance for subsequent progress evaluation. This system will allow McDonald's to measure and report the company's progress towards integrating sustainability throughout its business.

McDonald's and Conservation International are pleased to continue their long-term partnership, and our intent is to allow this current work to be the basis of future collaboration.

The Center for Environmental Leadership in Business was created by Conservation International and Ford Motor Company to create solutions to critical environmental problems in which industry plays a defining role.

For more information please contact:

McDonald's Corporation	The Center for Environmental Leadership in Business
	Conservation International
Bob Langert	John Buchanan
Senior Director	Director
Social Responsibility	Agriculture and Fisheries
(630)623-5252	(202)912-1263
bob.langert@mcd.com	j.buchanan@celb.org

To view McDonald's press release about this partnership, please visit:
<http://www.mcdonalds.com/corporate/press/corporate/2002/04152002/index.html>