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1. Free-range chickens at Otaika Valley. **2.** Macca's has used more than 100 million free-range eggs since 2015.

SUNNY SIDE UP, DOWN UNDER

McDonald's celebrates a cracking good milestone.

THIS YEAR MCDONALD'S celebrates a cracking good milestone, dishing up more than 100 million free-range eggs since 2015. As one of the first major New Zealand companies to move to 100 percent free-range eggs, Macca's has been a mecca for driving positive change.

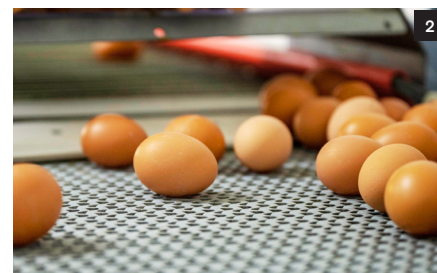
Now served in all McDonald's restaurants from Invercargill to Kaitia, the free-range initiative began with a few good eggs in Christchurch, including second-generation McDonald's franchisee Murray Traill. "Back in 2008, a few franchisees in Christchurch felt that switching to free-range eggs was the right thing to do – it was a bit of a dream that we all felt strongly about," says Traill, who now owns seven McDonald's restaurants across the Garden City, and whose parents opened the South Island's first-ever Macca's in 1987.

"As a business, we use so many eggs per year that the impact we have on the industry is significant, so it's important that we always look for opportunities to lead the industry toward positive change. Nearly 17 years later, we can say we were on the right side of history."

That's not to say it was easy – blazing a trail seldom is. At the time, New Zealand didn't produce enough free-range eggs to

supply McDonald's requirements and, with the growing demand in other channels, it created a logistical challenge the industry needed to gear up for. Luckily, they cracked it, with suppliers like Otaika Valley in Whangārei, and Zeagold in Waikouaiti jumping in, boots and all.

"We were very much free-range pioneers in those days so firstly, we started to research the best designs and systems to house our birds, then we procured the equipment and started expanding and upgrading our family-owned farm," says William Sandle from Otaika Valley. "We would not have been able to take this huge step without McDonald's support and commitment. Allowing us to slowly increase supply over a period of time



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was a huge help in making the investment viable."

Like all good things, transformation took time, but in 2015 the nationwide switch was finally announced, signalling a career highlight for Traill, who says: "It was a really proud day for all of us, and for me personally as one of the franchisees that started it all. We were proud of ourselves, of McDonald's for listening, and for having the vision and willingness to implement the change."

Now Otaika Valley and Zeagold supply 100 percent free-range eggs to every McDonald's in the country, used in national favourites like the Bacon & Egg McMuffin and the iconic Kiwiburger. They are among a wealth of local producers who supply McDonald's restaurants, thanks to the brand's steadfast commitment to supporting New Zealand's primary industries. From Canterbury-grown potatoes and grass-raised New Zealand beef to Pukekohe tomatoes and Hawke's Bay apples, nearly all of McDonald's ingredients are locally sourced and produced.

Macca's is a global brand – but here in Aotearoa New Zealand, Kiwi goodness is firmly front and centre.

