



MEDIA RELEASE
November 2025

Over \$520 Million of Kiwi Produce Served Up in Macca's Menus in 2024

Feeding more than 1.5 million people a week takes more than quick service, it takes the ongoing work of New Zealand farmers and producers. McDonald's annual New Zealand shopping list is out, offering a look at just how much local produce goes into the menu items Kiwis know so well.

With 90% of ingredients sourced locally, McDonald's spent \$235 million on domestic produce in 2024, while a further \$287 million of Kiwi ingredients was exported to McDonald's restaurants around the world.

From harvesting tomatoes in the fertile soils of Pukekohe, to growing special potato varieties in Canterbury for the fries we all love, it's months and years of work from farmers, growers, and producers that make every meal possible.

Here's a breakdown of exactly what over \$235 million buys:

- More than **6.5 million litres of milk** was sourced from dairy farmers from all around Aotearoa through Fonterra.
- Over **16 million kilograms of potato** products from Canterbury were purchased locally in 2024 (we love our fries).
- Over **103 million units of buns, muffins, rolls, and bagels** were purchased from ARYZTA in Wairau Valley.
- Almost **11 million free-range eggs** were used last year, sourced from Otaika Valley and Zeagold Farms.
- Over **1,051 tonnes of cheese and other dairy** products were produced by Fonterra for local restaurants
- **6,491 tonnes of beef and 506 tonnes of Angus beef** was used locally for Macca's 100 percent beef patties.
- **852 tonnes of lettuce** from farms in the Bombay area of Franklin.
- Over **168 tonnes of tomatoes** from Pukekohe.

"There are so many New Zealanders who come together to bring our menu to life," says Kylie Freeland, Managing Director NZ and Pacific Islands.

"Our favourites are served in minutes, but each ingredient reflects months, even years, of local growing, farming, and careful preparation. It's a story of dedication and collaboration long before the food reaches the tray."

Kiwi produce is so good that Macca's also exported over \$287 million worth of local ingredients to McDonald's markets worldwide. This included 265,600 kilograms of cheese, 124 tonnes of chicken and 29,580 tonnes of beef, which is around 10 percent of New Zealand's total beef exports.

Chances are, even if you're enjoying Macca's outside of New Zealand, you're still getting a taste of home.

To find out more about the ingredients Macca's uses, visit mcdonalds.co.nz/our-ingredients.

ENDS

For more information please contact:

Mango Communications
Lourdes Bruschini | Senior Account Manager
lourdes.bruschini@thisismango.co.nz | 021 259 1631

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are over 170 McDonald's restaurants across New Zealand, 85 percent of which are owned and operated by local business men and women. The organisation employs over 11,000 people in restaurants nationwide and is one of New Zealand's largest employers of youth. In 2024, McDonald's spent more than \$235 million with local suppliers, while New Zealand producers exported over \$287 million of food to other McDonald's markets around the world. McDonald's is the primary supporter of Ronald McDonald House Charities New Zealand, who keep families close while their children are in hospital.

For more information visit www.mcdonalds.co.nz

Check out McDonald's New Zealand on Facebook facebook.co.nz/mcdonaldsnz, Instagram <http://www.instagram.com/mcdonaldsnz/> or Snapchat mcdonalds_nz