



Media Release

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MACCA'S A GOOD EGGS SAYS COMPASSION IN WORLD FARMING

McDonald's New Zealand's commitment to cage free eggs has been recognised by Compassion in World Farming, at the Good Farm Animal Welfare Awards ceremony in Berlin.

The prestigious Good Egg award acknowledges that McDonald's NZ is leading the way and part of an international community of food businesses that care for the welfare of laying hens.

To date, more than 53 million laying hens are set to benefit from Good Egg award winners' policies and Macca's are proud to be a small part of that global change.

Dr Tracey Jones, Director of Food Business, Compassion in World Farming, says: "It's great to see the cage-free egg movement gathering pace around the globe and we are delighted to award McDonald's in New Zealand for addressing the welfare of laying hens.

When big brands like McDonald's make animal welfare commitments we often see the market following suit and by doing so they are showing their leadership and delivering what their customers expect," she says.

McDonald's spokesperson, Simon Kenny, says: "McDonald's is honoured to be recognised for making a commitment to cage free eggs and we're thrilled to announce that we're ahead of schedule, expecting 100% of our restaurants to source only free range eggs before the end of 2016."

Last year alone, McDonald's NZ purchased nearly 13 million eggs and due to the success of All Day Breakfast, that number will be even higher in 2016.

Otaika Valley Farms in Whangarei and Zeagold Foods in Otago have invested significant time and money to meet McDonald's NZ demand for free range eggs with Zeagold developing a new free range farm near Dunedin.

"Kiwis should feel proud for the part they have played in creating positive change in the New Zealand food industry and the welfare of laying hens," adds Simon.

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For more information, please contact:

Magenta Boyd: Mango Communications
Tel: 027 469 7310/ Email: magentab@thisismango.co.nz

Simon Kenny: Head of Communications / McDonald's Restaurants (NZ) Limited
Tel: 027 482 7692 / Email: simon.kenny@nz.mcd.com

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 167 McDonald's restaurants across New Zealand, 80 per cent of which are owned and operated by local business men and women. The organisation employs over 9,000 people in restaurants nationwide, and is one of New Zealand's largest employers of youth. McDonald's was awarded 'retail employer of the year' in 2011 by Retailworld. In 2014 McDonald's spent around \$183 million with local suppliers, while New Zealand producers exported over \$312 million of food to other McDonald's markets. McDonald's is the primary supporter of Ronald McDonald House Charities in New Zealand, which provides accommodation for the families of seriously ill children and other services including mobile dental care units. For more information visit www.mcdonalds.co.nz

Check out McDonald's New Zealand on Facebook www.facebook.co.nz/mcdonaldsnz or Twitter @Maccasnz

For further information on the Awards or the Food Business Team, please contact Sophie Peel, Currant Communications. Email: sophie.peel@currantcommunications.co.uk. Mob: 07552 451264.

Compassion in World Farming is recognised as the leading international farm animal welfare charity. It was founded in 1967 by Peter Roberts, a British dairy farmer, who became concerned about the development of intensive factory farming.

Compassion in World Farming's Food Business Team:

- Compassion's Food Business team engages with the world's leading food companies, inspiring progress through prestigious awards and supporting products and initiatives which represent tangible benefits for farm animals. We also encourage higher-welfare food purchasing in the public sector.
- Through our Good Farm Animal Welfare Awards programme we reward companies that are committing to implementing policy changes and making progress in their sourcing of meat, eggs and dairy produce by working collaboratively with us to meet a specific set of awards criteria.

To find out more about the Food Business team, visit www.compassioninfoodbusiness.com

Good Farm Animal Welfare Awards

Good Egg Award – Compassion's flagship award since 2007 celebrates companies that use or have committed to use cage-free eggs or egg products.

Good Chicken Award – launched in 2010, celebrates companies that use or are committing to use (within 5 years) higher welfare chicken in their supply chain, addressing issues such as stocking density, growth rate and the need for environmental enrichment for broiler chickens.

[Good Dairy Award](#) - launched in 2011, celebrates companies that use or are committing to use higher welfare dairy systems for cows and calves, addressing issues such as pasture access and the reduction in the incidence of key welfare problems for dairy cows, and a secure supply chain from high welfare systems for dairy calves.

[Good Pig Award](#) – launched in 2012 - celebrates organisations that use or are committed to using higher welfare pig systems for sows and meat pigs, addressing the confinement and the need for enrichment in breeding sows, and mutilations and the need for environmental enrichment in meat pigs.

[Good Rabbit Award](#) – new for 2015 – celebrates organisations that use or are committed to using higher welfare systems for does and meat rabbits, addressing their welfare needs by moving them out of cages and giving them more space and environmental enrichment to allow them to exhibit their natural behaviours such as hopping, gnawing, hiding and socialising. The award criteria also prohibits the routine use of antibiotics.