

# Playing a part in New Zealand's beef sustainability journey

A 10 year track record of global and local beef sustainability leadership, initiatives and partnerships

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Global	McDonald's is a founding member of the Global Roundtable for Sustainable Beef (GRSB)	McDonald's creates sustainable beef programme fund to top 10 beef sourcing countries to support local sustainability programmes		GRSB finalises set of principles and criteria for beef sustainability  McDonald's sets its first external commitment to support sustainable beef production and to purchase verified sustainable beef in the future as part of its 2014 Global Sustainability Framework		McDonald's meets commitment to begin purchasing sustainable beef from a verified supply chain pilot programme in Canada, followed by product through a programme in Brazil during the Rio Olympics  McDonald's releases beef sustainability report		McDonald's announces global antibiotic policy for beef			
New Zealand		Beef + Lamb New Zealand receives first tranche of funding to work with local beef processors and farmers	Beef + Lamb New Zealand receives second tranche of funding to work with local beef processors and farmers		Whangara Farms develops land environment plan, supported by Beef + Lamb New Zealand and McDonald's sustainable beef programme fund	McDonald's launches 2020 commitments to beef sustainability across top 10 beef sourcing countries, including New Zealand.	Whangara Farms undergoes technical review by McDonald's global sustainability team	Whangara Farms is the first farm outside Europe to join McDonald's Flagship Farmers programme	McDonald's is a founding member of the NZ Roundtable for Sustainable Beef	McDonald's sources its first portion of New Zealand beef from suppliers participating in a pilot sustainability programme.	

## Our 2020 aspirational goals

By the end of 2020, in each of our top 10 beef sourcing countries (the U.S., Australia, Germany, Brazil, Ireland, Canada, France, New Zealand, the U.K. and Poland – which collectively represent more than 85% of our global beef volumes), we will:

### Accelerate industry progress

Source a portion of our beef from suppliers participating in sustainability programs aligned with the GRSB principles and criteria, and that meet the McDonald's requirements for each applicable market.

### Share knowledge and tools

Engage with local farmers through farmer outreach projects to help develop and share best practices related to our Priority Impact Areas.

### Promote Flagship Farmers

Select and showcase McDonald's Flagship Farmers to demonstrate leading best practices related to our Priority Impact Areas.

### Pioneer new practices

Set up McDonald's Progressive Farm Partnerships to trial and discover new practices related to our Priority Impact Areas.

### Conserve forests

In regions with identified risks relating to the preservation of forests, verify that the beef sourced from those regions comes from farms where primary forests and high conservation value lands are preserved. Read more about our Commitment on Forests.



Find out more at [mcdonalds.co.nz/whats-in-it](https://mcdonalds.co.nz/whats-in-it)