

# From Kiwi farms to global tables

## How McDonald's is helping NZ farmers produce beef more sustainably.

New Zealand's lush green pastures and temperate climate has long produced some of the world's best beef which is why McDonald's uses 100% locally sourced beef in their patties. No additives or fillers required.

Better yet, these days Macca's is just as committed to beef sustainability as it is to serving up those burgers we know and love.

As one of the world's leading food retailers, sustainability initiatives are a key part of McDonald's approach to business. Here in New Zealand, that means a commitment to local sourcing and the use of Kiwi suppliers for almost 90% of ingredients and working with local experts to ensure high-quality produce.

Here are just some of the ways McDonald's is playing its part as a key part of the value chain on beef sustainability:

### Local Sourcing

Most McDonald's ingredients are sourced or produced locally from Kiwi suppliers, including farmers, growers, and bakers. In 2023 alone, McDonald's spent more than \$200 million on local suppliers.

McDonald's chooses to work with the best in their field to ensure the best quality produce and ingredients to deliver quality food for Kiwis. They have long-standing partnerships with their suppliers, and high expectations for how they operate.

Macca's 100% beef patties are made by ANZCO in Waitara, from quality beef sourced primarily from farms across the central North Island. In 2023, Macca's purchased over seven million kilograms of local beef.

### Kiwi farms to global tables

New Zealand is also a strategically important supplier to the McDonald's world, and is one of the top 10 countries supplying beef to McDonald's. Kiwi produce is exported to McDonald's markets globally, including Australia, the Pacific Islands, Asia and the United States.

In fact, more than 37 million kilograms of local beef was exported to other



Photo source: Tony Benny

Mangarara Farms has become a benchmark for sustainable farming practices in New Zealand.

McDonald's markets in 2023. That's around 10% of New Zealand's beef exports. As a global brand, it's estimated to purchase around 2% of the world's beef supply. Unsurprisingly, that means beef farming is a major contributor to McDonald's global scope three emissions.

### Working with Kiwi farmers

With that in mind, and with global science-based emission reduction targets in place, McDonald's has been working with the Kiwi beef sector for more than a decade to figure out how to make beef production more sustainable.

Richard Scholefield, is a sheep and beef farm manager, and the chair of the New Zealand Roundtable for Sustainable Beef (NZRSB). Up until recently Richard managed Whangara Farms in the Tairāwhiti region north of Gisborne.

Working in partnership with McDonald's and New Zealand Beef + Lamb, Whangara Farms has become a benchmark for sustainable farming practices in New Zealand. Richard's work was so successful that he was the first farmer outside of Europe to be invited to join the McDonald's Flagship Farmers programme.

As a member of the Global Roundtable

for Sustainable Beef, McDonald's played a key role in driving the formation of the NZRSB. An initial pilot program proved out the ability to produce McDonald's beef patties made with independently verified sustainable beef.

The company is also helping fund an AgResearch project looking at regenerative agriculture, with a focus and commitment on innovation and environmental stewardship.

### "Quality produce"

McDonald's has long recognised New Zealand as one of its top global suppliers of quality beef and dairy, says Managing Director NZ and Pacific Islands, Kylie Freeland.

"It's great to be able to supply a local menu where around 90% of the ingredients are sourced from across Aotearoa, and to share this quality produce with McDonald's markets around the world," she says.

"While we're a small market in terms of our number of restaurants in the McDonald's world, New Zealand is strategically important to the business' global supply chain. There are a number of commitments and goals around sustainable beef production, and the climate, which means we're working

closely with our local suppliers and industries to help encourage continuous improvement and make a positive impact on the planet."

### Macca's at Fieldays

McDonald's were present at Fieldays for the fourth time this year, giving Kiwis an inside look at its food supply chain, its food producers and specialist areas such as its work with sustainable beef production. The team brought fun and entertainment, with McDonald's showcasing what goes into their annual shopping basket.

"When we first turned up at Fieldays it's fair to say there were some raised eyebrows," says Freeland. "But the feedback we received from those who visited the stand was really positive.

"It's been great to show farmers where some of their produce ends up, and also provide insight into what Macca's is looking for from the primary industries sector and why and connecting them to our customers."

Local sourcing and sustainability are more important than ever to McDonald's. You can read more about it [mcdonalds.co.nz/our-ingredients](https://www.mcdonalds.co.nz/our-ingredients)



Photo source: Tony Benny

McDonald's has been working with the Kiwi beef sector for more than a decade on making beef production more sustainable.



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More than 37 million kilograms of local beef was exported to other McDonald's markets in 2023