



®



Jeff Kroll

**Senior Vice President
McDonald's Restaurant of Canada Limited**

“The Supply Chain Trust Bank”



The Supply Chain Trust Bank

Today's consumer is...

- Interested in quality and sourcing
- Concerned about food safety
- Expecting innovation and excitement



TRUST



“In the face of
challenge often lies
the greatest
opportunity”



McDonald's Supply Chain Management

Purchasing from trusted sources

Partnering with industry

Delivering safety, quality and innovation



Our Annual Shopping Cart

- 64 million pounds of beef
- 44 million pounds of chicken
- 62 million Grade A large eggs
- 38 million litres of dairy products
- 147 million pounds of potatoes
- 3 million apples



Canada



2.5 million guests

Globally



58 million guests



We *have* to get it

right!



TRUST BANK



Supply Chain Trust Bank

Success is...

Continual deposits

No room for errors

Striving for **perfection**



Supply Chain Trust Bank

Strategic, **long-term approach**
to managing commodities

Decisions are:

- **Science**-based
- **Aligned** with industry
- **Integrated** with our supply chain



TODAY...

Fully integrated with Supply Chain

More aligned with Industry



The BSE Experience

- Drew expertise from McDonald's International Scientific Advisory Committee
- Learned from global McDonald's system
- Implemented firewalls
- Worked with government





MAKE IT BEEF
PENSEZ-BOEUF



The BSE Experience

- Stronger relationships with **stakeholders**
- Partners with **Beef Information Centre**
- Use **100% Canadian beef**
- Work exclusively with **Cargill**



how McDonald's

DELIVERS INNOVATION

for our customers



Chicken McNuggets



most **popular**
chicken offering



INNOVATION

Chicken McNuggets

Chicken Snack Wrap

Filet-o-Fish

Angus Burger

Egg McMuffin



what **MORE**

can we **DO?**



National Traceability System

Quebec

- ATQ

Alberta

- Livestock Information System of Alberta

Mandatory Component & **Voluntary** Component



we are

all in this together

we are

fully committed



we are **better** when...

- we work with industry
- we align with our supply chain
- we source locally



TRUST





®