



**FOR MORE INFORMATION:**

Agnes Vadnai  
Director of European  
Communications,  
McDonald's Europe  
Telephone: +44 (0)207 800 4884  
Mobile: +44 7590 965 539

## **McDonald's coffee takes sustainability mainstream by committing to eco-friendly farmers**

### **McDonald's to be UK's biggest retailer of coffee from Rainforest Alliance Certified farms**

Sustainably grown coffee takes a giant leap forward in the UK today with the announcement that McDonald's UK is to source every bean of its coffee from Rainforest Alliance Certified farms.

From Wednesday, McDonald's UK customers will be able to enjoy great tasting Kenco coffee while knowing that they are making a positive contribution to sustainable development. McDonald's is the first major retailer in the UK to source 100 per cent of its coffee from farms that meet the Rainforest Alliance's social and environmental standards.

Today, McDonald's also signalled its intention to extend this commitment to serving sustainable coffee in its restaurants throughout Europe during 2007. It will do so by sourcing coffee beans from farms audited by both the Rainforest Alliance, and Utz Kapeh, a non-profit organisation based in the Netherlands that provides certified sustainable coffee.

The announcement means that more than 143,000 cups of coffee, cappuccino and latte sold every day in McDonald's 1,200 UK restaurants will be brewed from beans grown with state-of-the-art sustainable farming techniques.

The coffee beans will come from farms certified by the Rainforest Alliance, an independent and internationally renowned non-profit organisation. Only farms that meet specific standards balancing all aspects of production, including protecting the environment, the rights and welfare of workers and the interest of coffee-growing communities are awarded certification.

Thousands of farmers and farm workers in Colombia, Central South America and Brazil will benefit from the commitment, as the Rainforest Alliance program ensures that they have access to clean and safe living and working conditions, schools, healthcare, training, potable drinking water, decent wages, better markets for their crops and other rights and benefits.

Steve Easterbrook, President, CEO McDonald's UK, said:

"Today's announcement will transform the market for sustainably grown coffee in the UK. It means we can offer our customers great tasting coffee that 'doesn't cost the earth' and benefits coffee growers, their communities and the environment."

"Kenco and the Rainforest Alliance are ideal partners for McDonald's and today's news builds on our previous efforts to both improve supply chain transparency and reduce our impact on the environment."

"I'm proud that McDonald's is a progressive burger company, and this is another important step for us."

The announcement is the latest move by McDonald's to support sustainable food production. It follows switching to semi-skimmed organic milk bottles, using only free range eggs and buying beef only from those farmers that meet assurance standards on animal welfare and environmental practices. All the fish on McDonald's UK menu is sourced from sustainable fisheries approved by the Marine Stewardship Council.

McDonald's decision will mean in excess of 800 tonnes of beans will be bought from farms certified by Rainforest Alliance, a significant contribution to a programme that is empowering farmers in 15 tropical countries to improve their livelihoods, secure a better future for their children and conserve the natural resources on which they depend.

The Rainforest Alliance is a member of the Sustainable Agriculture Network, a coalition of NGOs in developing countries that has certified farms growing coffee, cocoa, bananas, citrus and other crops. Over all crops, more than one million farmers, farm workers and their families benefit from this collaboration between North and South. The program includes small family farms, cooperatives and large plantations for a combined total area of 225,500 hectares.

Each farm in the scheme is inspected by local Rainforest Alliance experts at least once a year, and farms must continue to demonstrate progress in order to hold on to their certified status. While meeting the standards is a challenge, farmers find that the programme quickly pays dividends in more efficient farm management, cost savings and often increased production and coffee quality.

Tensie Whelan, Executive Director, Rainforest Alliance, said:

"Along with the commitment of Kenco, McDonald's purchase of rich, favourable coffee harvested from Rainforest Alliance Certified farms shows that sustainable coffee is not just a speciality product. It is an affordable, delicious way to support sustainability in tropical coffeelands."

Ben Clarke, VP & Area Director, UK & Ireland for Kenco said:

"The Rainforest Alliance is a natural fit with Kenco, reinforcing our passion for coffee quality while supporting real improvements in quality of life and the environment in coffee growing communities. We are delighted that McDonald's has made this important commitment to sustainable development."

McDonald's believes the commitment will further accelerate growth in its breakfast menu, which has seen a continual increase in sales over the last two years. Today's announcement will add to the growing ethical food market which now stands at £5.4bn per annum.

### **Notes to Editors**

- Rainforest Alliance is an international non-profit organisation which aims to protect ecosystems and the people and wildlife that depend on them by transforming land use practices, business practices and consumer behaviour. For more information visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org)
- Coffee companies that work with the Rainforest Alliance in addition to Kenco (Kraft Foods) include: First Choice, Procter and Gamble, Tchibo, Lavazza, Nespresso, Bolling Coffee and Starbucks. The United Nations Development Programme is supporting the Rainforest Alliance's sustainable coffee initiative. The German GTZ and the US Agency for International

Development are also partnering with the Rainforest Alliance on coffee initiatives globally.

- McDonald's is a core sponsor of the Food Animal Initiative which was founded to bring together senior scientists, farmers and the food industry to find solutions to the issues facing the farming industry.
- In 2005 McDonald's received an RSPCA animal welfare award.
- McDonald's use only 100% beef in burgers using whole cuts of forequarter and flank sourced from over 16,000 farmers in the UK and Ireland.

For more information please contact:

### **McDonald's**

- Cath O'Grady, Interim Director of European Communications,  
[McDonald's Europe](#)  
email: [european.pressoffice@uk.mcd.com](mailto:european.pressoffice@uk.mcd.com)  
tel: +44 207 800 4800

### **Rainforest Alliance**

Anita Neville, Media Representative – Mobile 07795 157 811  
[anita.neville@virgin.net](mailto:anita.neville@virgin.net)  
Diane Jukofsky, Director, Communications and Education – 506/ 240-9383  
(Costa Rica – London minus six hours)

### **Kenco (Kraft Foods)**

Jonathan Horrell tel: 01242 284997 Mobile - 07990 775091  
Email [jhorrell@krafteurope.com](mailto:jhorrell@krafteurope.com)