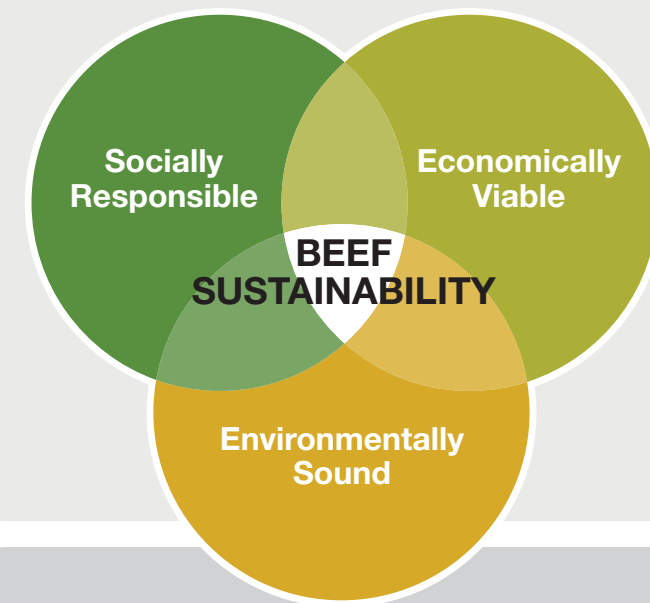




# BEEF FROM CERTIFIED SUSTAINABLE SOURCES

As one of Canada's largest purchasers of beef, McDonald's is committed to supporting and accelerating industry leadership toward more sustainable production practices. In 2014, McDonald's and Cargill became founding members of the Canadian Roundtable for Sustainable Beef (CRSB) and together with Canadian ranchers, continue to drive positive outcomes for animals, people and the planet. Here's how beef qualifies as sustainably sourced:\*



## 5 GLOBAL PRINCIPLES OF BEEF SUSTAINABILITY\*\*



### And what about...

#### Added hormones?

Although cattle, like humans, have hormones, responsible use of added hormones improves production efficiency by reducing the use of basic resources like feed, water, land.

#### Antibiotics?

McDonald's remains committed to working with industry leadership on the responsible use of antibiotics in animals raised for food. Responsible use includes the treatment of sick animals. Responsible antibiotic use also supports a tiered approach, starting with those antibiotics of lesser importance and using antibiotics of greater importance to human health when supported by resistance monitoring and susceptibility testing.

#### Grass-fed?

Grass-fed beef and grain-finished are both considered sustainable beef production systems. Because the Canadian climate does not support year-round grass feeding in all areas, grains are added to cattle diets. Grain also helps create the juicy, well-marbled beef that Canadians love.

#### Greenhouse Gas Emissions?

Cattle grazing in fact promotes improved soil health, leading soil to sequester more carbon. New and emerging opportunities such as seaweed as a feed additive are anticipated to significantly reduce greenhouse gas emissions from cattle.

\*For more information about beef from certified sustainable sources, visit [www.crsbcertifiedsustainablebeef.ca](http://www.crsbcertifiedsustainablebeef.ca)

\*\*Source: Global Roundtable for Sustainable Beef: <https://grsbeef.org/WhatsSustainableBeef>