



# STANDING TALL AGAINST DEFORESTATION

Forests play a vital role in our everyday lives, from the air we breathe to the food we eat. To protect them, McDonald's is working towards sustainability at every level of our supply chain.

## Rethinking the Box

**REDUCED**  
**5.8**  
**MILLION**



POUNDS OF U.S. PACKAGING WASTE IN 2015.

We're redesigning our global packaging to help preserve the world's forests. In 2015, 53% of our fiber-based consumer containers came from recycled or certified sustainable sources, doubling our progress from the year before.



**WE'RE HALFWAY TO OUR 2020 GOAL OF 100%**



## Change is Brewing

When it comes to coffee, we're taking big steps toward a smaller footprint. Now, all the fiber we use for our hot cups in the U.S. is certified by the Forest Stewardship Council. Each cup proudly wears the FSC logo—ensuring your joe is hot, ready and responsible.



**100%**  
OF THE COFFEE WE SOURCE FROM HIGH-RISK COUNTRIES WILL BE **RAINFOREST ALLIANCE-CERTIFIED BY 2018.**

## Big Action, Bigger Reaction

Since McDonald's took action over 10 years ago, Amazon deforestation due to soy farms dropped from **30%** to **1%**<sup>2</sup> while soy production doubled.



When McDonald's discovered that our suppliers' chickens were raised on soy grown in Brazilian rainforests, we took action. We stopped buying chickens linked to land clearing and urged dozens of other companies to follow suit. Soon after, our suppliers changed where they bought soy, putting a stop to new plantations in the Amazon. Greenpeace called our action the largest industry move to save the Brazilian rainforest. We call it progress.



## A NEW KIND OF FOREST PRESERVE

As one of the largest food companies in the world, McDonald's is proud to be a leader driving meaningful change.

OUR SUSTAINABILITY PARTNERS

