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**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**







®