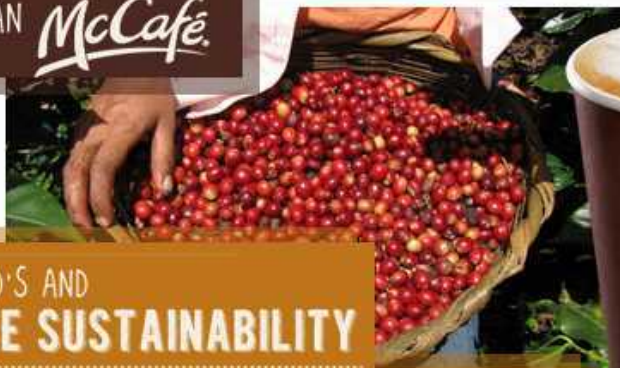




- OUR COMPANY
- INVESTORS
- FRANCHISING
- SUSTAINABILITY
- NEWSROOM
- CAREERS
- LET'S TALK

THERE'S MORE IN THAT CUP THAN *McCafé*.



MCDONALD'S AND COFFEE SUSTAINABILITY

At McDonald's, we're committed to bringing you great-tasting coffee and espresso brewed from high quality coffee beans. At the same time, we realize that when it comes to coffee sourcing — where we get our beans and the farmers who grow them — it's important that we think about the long-term impacts of coffee production and trading.

More than 95% of our global coffee purchases are Arabica beans.

Globally, we're committed to responsible coffee sourcing, and we're focusing our efforts in two primary ways intended to drive ethical, environmental and economic outcomes in our coffee supply chain.

1 **Buying certified (and verified) coffee.** Globally in 2012, about 25% of our total coffee bean purchases were from Rainforest Alliance Certified™, Fair Trade USA or UTZ Certified farms. The majority of our certified coffee purchases are from Rainforest Alliance Certified™ farms, including 100% of our espresso in the US and Canada, and all of our coffee in Australia and New Zealand. McDonald's markets in Europe source 100% of their coffee - with the exception of decaf - from farms that are Rainforest Alliance Certified, UTZ Certified, or Fair Trade International.

2 **Investing in farmer training:** McDonald's USA, McDonald's Canada and their franchisees are investing over \$6 million in a farmer technical assistance program. [Learn more below.](#)





Our Arabica bean coffee comes from regions of Colombia, Guatemala, Costa Rica, Nicaragua, El Salvador, Brazil and Sumatra.

WE'RE SUPPORTING "SMALL HOLDER" FARMERS IN GUATEMALA

While our goal to advance coffee sustainability is global in nature, our efforts begin locally. McDonald's is collaborating with [TechnoServe](#), an international non-profit and leading provider of agricultural technical assistance, as well as [SCAN \(Sustainable Commodities Assistance Network\)](#), to train up to 13,000 farmers in Guatemala and Central America.

This effort includes providing farmers with technical assistance and training to produce coffee in a more sustainable manner. Through these efforts, McDonald's endeavors to strengthen local economies, preserve biodiversity and give farmers the tools they need to improve their production. When farmers can deliver a more consistent, high-quality bean, it increases the chances that their yield can be sold for a higher price, helping to improve their livelihood. It also helps our business because by supporting the development of sustainable farming practices McDonald's hopes to ensure coffee's long-term availability in the region.

The majority of our Arabica bean coffee comes from countries such as Colombia, Guatemala, Costa Rica, El Salvador and Brazil.

MEET THE PEOPLE.

By working with TechnoServe, McDonald's is helping farmers in Guatemala develop sustainable farming practices.

Meet a few of the coffee farmers participating in the farmer training program with TechnoServe.



Sustainable farming ensures farmers can sell coffee at a fair price.



THE FARMER



THE LAND



THE TRAINER

EXPLORE

SUSTAINABILITY

Coffee production is just one area where McDonald's is committed to sustainability. Our larger effort includes focusing on five areas: [Nutrition & Well Being](#), [Sustainable Supply Chain](#), [Environmental Responsibility](#), [Employee Experience](#) and [Community](#).

Discover the differences we're making for a more sustainable future.

LEARN MORE



BACK TO THE TOP

WATCH THE STORY.



Sustainable practices help improve bean quality and lead to long-term supply availability.

