



MEDIA RELEASE

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McDonald's bean there, doing that

From tomorrow, McCafé to exclusively serve coffee from Rainforest Alliance Certified™ farms

In a move that will make choosing a sustainably grown cup of coffee easier for Australian coffee lovers, McDonald's Australia today announced that every bean used to make the 50 million cups of coffee served annually at its McCafés, will come from Rainforest Alliance Certified™ farms.

With 484 counters across the country, McCafé is the first major coffee chain in Australia to source 100 per cent of its coffee beans from Rainforest Alliance Certified farms. The decision will benefit the environment, as well as coffee growing communities in Colombia, Costa Rica and Brazil where McCafé sources beans.

To be awarded the Rainforest Alliance Certified seal, farms must meet specific standards balancing all aspect of production, including protecting the environment, the rights and welfare of workers and the interest of coffee-growing communities. The standards were developed by the Rainforest Alliance, an independent, international environment organisation, and other conservation groups that comprise the Sustainable Agriculture Network.

Speaking in Sydney on a visit from New York, Rainforest Alliance senior marketing manager, Sabrina Vigilante, said: "McDonald's Australia is making a huge commitment to coffee communities and the environment they depend on by embedding sustainably grown coffee into their business strategy."

"Farms that have earned the Rainforest Alliance Certified seal are better managed, use less pesticides, offer better working conditions such as decent housing and access to clean water as well as education and medical care for farmers and their families. Wildlife and water, forests and soils must also be protected.

"Now more Australian coffee lovers can do their bit and contribute to sustainable futures for coffee farmers, farm workers and their families by grabbing a cup of coffee at McCafé," she continued.

The decision to source all McCafé coffee beans from Rainforest Alliance Certified farms means that in 2008, McDonald's Australia will purchase 468,000 kilograms of certified beans.

"We believe that sourcing and serving coffee from sustainably managed farms is the right thing to do," McDonald's Australia COO, Catriona Noble, said from the Company's head office in Sydney.

"For our customers, the decision means they can feel even better about the great tasting McCafé coffee they love, while for our business it marks another important

step forward in realising our commitment to sustainability and sustainable business practices.

“While in the first instance we will be sourcing only our McCafé coffee beans from Rainforest Alliance Certified farms, it’s our intention that from March next year we will begin sourcing our entire coffee bean buy of around 1.2 million kilograms from farms certified under the scheme. This will mean the coffee beans used to make every cup of espresso and filter coffee served at McDonald’s will come from Rainforest Alliance Certified farms.

“We’re proud of this decision and the positive impact it will have on coffee growing communities and the environment, however, like most businesses and individuals, we understand there’s more to do,” Noble continued.

“We’re committed to working with experts, as well as our suppliers and licensee community, to find better, more sustainable ways of doing business. In the same way we have improved our menu and included healthier options over the last five or six years, you can expect us to look to increase the sustainability of our menu – from farm, through supply chain, to customer,” she concluded.

Coffee from Rainforest Alliance Certified farms will be launched across McDonald’s Australia McCafés tomorrow and follows successful launches in other McDonald’s markets including the UK and parts of Europe. More information can be found at www.mccafesustainablecoffee.com.

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Notes to editors

The Rainforest Alliance is an independent, non-profit organisation with 20 years experience in the development and promotion of standards in sustainable forestry, farming and tourism.

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

The Rainforest Alliance Certified seal appears on products that comply with the standards of the Sustainable Agriculture Network and should not be confused with any other certification mark or label.

Only coffee farms that meet specific and holistic standards balancing all aspects of production – including protecting the environment, the rights and welfare of workers and the interests of coffee growing communities – are awarded the Rainforest Alliance Certified seal. On Rainforest Alliance Certified farms, farm workers are treated with respect and have access to clean water, medical care and education for themselves and their families. Sustainable farming practices also help ensure that natural resources are conserved for future generations.

Each farm in the scheme is inspected by local experts at least once a year, and farms must continue to demonstrate progress in order to hold on to their certified status.

For more information visit www.rainforest-alliance.org.

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