



MCDONALD'S TALKS SUSTAINABILITY AND BEEF IN CANADA

And why VBP can bridge beef producer and corporate Canada goals

It's been eye-opening for Jeffrey Fitzpatrick-Stilwell. The McDonald's Canada senior manager of sustainability is the company lead on its innovative "verified sustainable beef" pilot project.

This project, he believes, is significant for Canada's beef industry. It also inevitably raises questions about the role of corporate players such as his company in driving industry direction.

Fitzpatrick-Stilwell is comfortable with that discussion. His career has taken him to the frontlines and backrooms of the sustainability world. He knows the realities of the global food industry and how Canada's beef producers can bridge those worlds today.

WHY CANADA?

When McDonald's searched globally for options for a sustainability pilot, Canada stood out, says Fitzpatrick-Stilwell.

McDonald's Canada sourced all of their beef supplies from Canadian sources, two beef suppliers and a very simplified supply chain. As well, the Canadian beef industry demonstrated leadership with the Verified Beef Production (VBP) program, BIXS and Cattlemen's Young Leaders.

KEY PILOT MESSAGES

Lots of things are being learned as the pilot unfolds, but one early lesson is the critical importance of record-keeping.



McDonald's Jeff Fitzpatrick-Stilwell has worked with the beef industry to help tell the beef story.

Many operations use strong record-keeping systems including Standard Operating Procedures, says Fitzpatrick-Stilwell. Written records anchor the food system. They provide a proof point that third party verifiers can see and gives producers a way to prove continual improvement.

"That allows McDonald's to tell this story in a more positive and credible way from our end."

SCALE DIFFERENCES

"Scale matters" usually means the larger the better. In the case of the McDonald's pilot it means producers of all sizes have equal access.

The goal is a credible, scalable process, says Fitzpatrick-Stilwell. It is outcomes-based so whether you have 40 head or 4,000 head the goal is the same. For example, protecting animals from weather may be different in northern Alberta than P.E.I., but the desired outcome is the same.

HOW VBP BUILDS BRANDS

As a core element of the sustainability effort, VBP gives additional proof points to take to consumers. That builds brands.

"Our consumers are really focused on quality, safe and sustainably and responsibly sourced food," he says.

"VBP food safety and new modules are going to let us talk to consumers in a new way. A third party process will also let producers tell their already very positive story in an even more credible way."

FOOD'S FUTURE

"The food world is not going in the direction of less information, fewer proof points and less verification. It's going to be more because this is what consumers are demanding," says Fitzpatrick-Stilwell.

"So participation in programs like VBP is going to be critical to the social license to operate.

"We want to make sure we aren't just dictating but rather that we are working collaboratively with producers for this reality. That's why we work with existing programs like VBP and BIXS, to take those to the next level to meet all of our needs."

Module update

VBP is adding modules with some ready within 2016. See next month for an update on VBP+.

DEVELOPED BY PRODUCERS. DEVELOPED FOR CONSUMERS



**CANADA'S
FIRST LINE
OF DEFENCE
AGAINST BRD:
NO B.S.**

A sick calf costs time and money, so when it comes to preventing BRD, serious cattlemen don't play around. They go with the proven leader — Pyramid[®] FP 5 + Prespense[®] SQ¹. Over 10 million doses² of this winning combination have been administered for one simple reason: It works. One easy shot protects your calves against 5 viruses and 1 bacteria associated with bovine respiratory disease (BRD). And that's no B.S.

For more information, talk to your veterinarian or Boehringer Ingelheim (Canada) Ltd. representative.

**PYRAMID[®] 5
+ PRESPENSE[®] SQ**

¹Aids in the prevention of disease caused by bovine rhinotracheitis virus, bovine virus diarrhoea (Types I and II), bovine parainfluenza 3 and bovine respiratory syncytial virus, and aids in the reduction of severity of pneumonic pasteurellosis caused by *Mannheimia haemolytica*. ²Impact Vet data 2004–2014. Pyramid and Prespense are registered trademarks of Boehringer Ingelheim Vetmedica, Inc. © 2015 Boehringer Ingelheim (Canada) Ltd.

PREVENTION WORKS.

