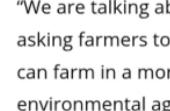


How McDonald's Supplier Partnerships Are Sowing the Seeds Of Climate-Resilience

The restaurant giant is proving that support and shared knowledge are key to scaling regenerative practices



Farmers are, by their nature, future-focused individuals. Every decision they make – whether tending pastures, raising livestock, or planting new crops – is done with an eye not only on the next harvest, but on the generations who will one day inherit the land.

This long-term view is woven into the fabric of agriculture – but today, climate change is forcing an even broader horizon. The challenges ahead, experts say, demand a mindset rooted not just in tradition, but in long-term resilience.

"Farmers are increasingly focused on soil health management, ensuring their land is fit to farm today and long into the future," explains Beth Hart, Chief Sustainability and Social Impact Officer at McDonald's. "This is where the idea of 'regenerative agriculture' comes from – adopting practices designed to protect the integrity and longevity of food and farming systems. It's a necessity for our business – to foster environmental sustainability, food security, and our suppliers' livelihoods."

While the concept of regenerative agriculture has been around since the 1980s, only in recent years has it truly come to the fore, driven by mounting concerns around the impact of global warming. With more frequent droughts, floods, and extreme temperatures, farmers are facing unprecedented obstacles to maintaining the condition and productivity of their land. Regenerative agriculture offers a way to build resilience in the face of these challenges.

At its core, the practice is about nurturing farmland back to health and restoring harmony with nature; to regenerate topsoil, increase biodiversity, and enhance ecosystem function. Farmers achieve this through a variety of techniques, from crop rotations and planting cover crops to using fertilisers more judiciously.



"Now, as weather patterns shift and environmental agriculture regulations tighten, producers really need our support to keep pace with the changes they need to make"

Beth Hart, chief sustainability and social impact officer at McDonald's

One such partner is Farm Frites, a manufacturer of potato products that has been providing McDonald's with its fries for over three decades. The company takes pride in its commitment to quality and sustainability; and, at Farm Frites Poland, close collaboration with 200 dedicated Polish growers. Like many in the agriculture sector, Farm Frites is grappling with problems posed by climate change – particularly when it comes to water supply, with most of the annual rainfall now arriving after the growing season.

In response, Farm Frites is building its own regenerative agriculture programme, with Farm Frites' input from McDonald's. Its farmers have turned to technology-driven regenerative practices – GPS-guided sprayers ensure that pesticides are applied with greater accuracy, while

crop rotation and cover crops reduce soil erosion. Water is managed with the utmost care – soil moisture monitoring equipment ensures that every drop is used wisely, while an array of probes and weather stations allow for more effective, data-driven irrigation. Soil analysis is used to

create soil fertility maps which ensure precision in fertiliser application, and a 'no-till' cultivation technique is maintained to preserve the soil's water-holding capacity.

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps, learning, and then taking more steps. By working hand in hand with our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by

calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps,

learning, and then taking more steps. By working hand in hand with

our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting

difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by

calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps,

learning, and then taking more steps. By working hand in hand with

our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting

difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by

calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps,

learning, and then taking more steps. By working hand in hand with

our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting

difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by

calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps,

learning, and then taking more steps. By working hand in hand with

our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting

difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

McDonald's acknowledges they don't have all the answers, the scale of the challenge can be daunting, and they can't take it on alone. But by

calling for industry-wide collaboration and creativity, the company believes that building a more climate-resilient farming system – one capable of providing food and livelihoods far into the future – is within reach.

"We haven't solved the problem yet. Regenerative agriculture is not something that can be implemented overnight, but we're committed to continuing on this journey and are making incremental progress," Hart reflects. "It's all about the art of the possible – taking steps,

learning, and then taking more steps. By working hand in hand with

our farmers and suppliers, by focusing on the long-term, by being

willing to innovate and adapt, together we can make a real and lasting

difference."

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

"McDonald's is always challenging us to deliver on the regenerative agriculture front, as well as providing a long-term commitment as our farmers transition to different methods."

Hens Gunneman, Farm Frites' sustainability manager

McDonald's commitment to driving sustainability extends beyond its own supply chain. As a founding partner of FAI Farms in the UK, a collective of farmers, scientists, and consultants, the company is working to deliver solutions across regenerative agriculture, animal welfare, and the wider food industry. A prime example is the

McDonald's FAI AMP project, looking at the potential impact of Adaptive Multi Paddock (AMP) grazing on a successful commercial UK beef system. This regenerative technique aims to mimic natural

processes by integrating cattle into the natural environment, fostering more resilient farming systems that work in synergy with nature.

Similar collaborative efforts are underway at Brongain Farm in Wales, where McDonald's and partners such as OSi are supporting the family-run business with its Net Zero Beef Pathway; an ambitious goal of reaching net-zero emissions on the farm by 2030. By providing tools and resources to trial innovative approaches to animal nutrition and carbon counting, the restaurant giant is helping to establish Brongain as a hub of sustainable best practice.

<