



Bord Bia
Irish Food Board

Yemco Conference Cork 23 – 24 March 2007





YEMCo Conference

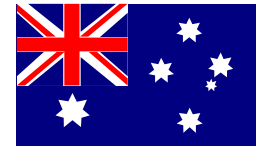
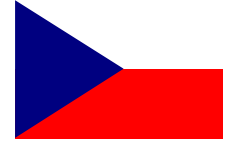
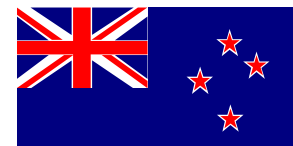
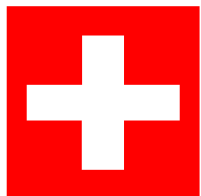
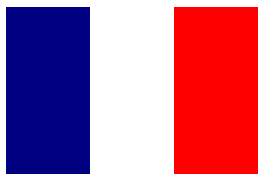
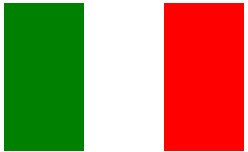
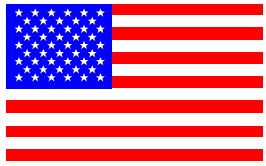
CORK

24th March 2007

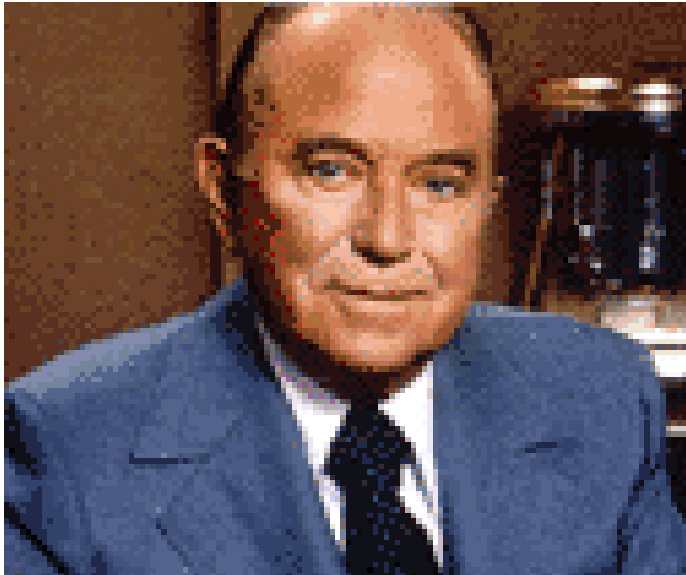


Peter Mitchell

ESCA Food Solutions UK







McDonald's Europe

Holland - 1971

Germany - 1971

UK - 1974

Ireland – 1977

1980 – 245 Restaurants

1990 – 1,150 Restaurants

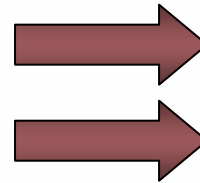
2000 – 5,460 Restaurants




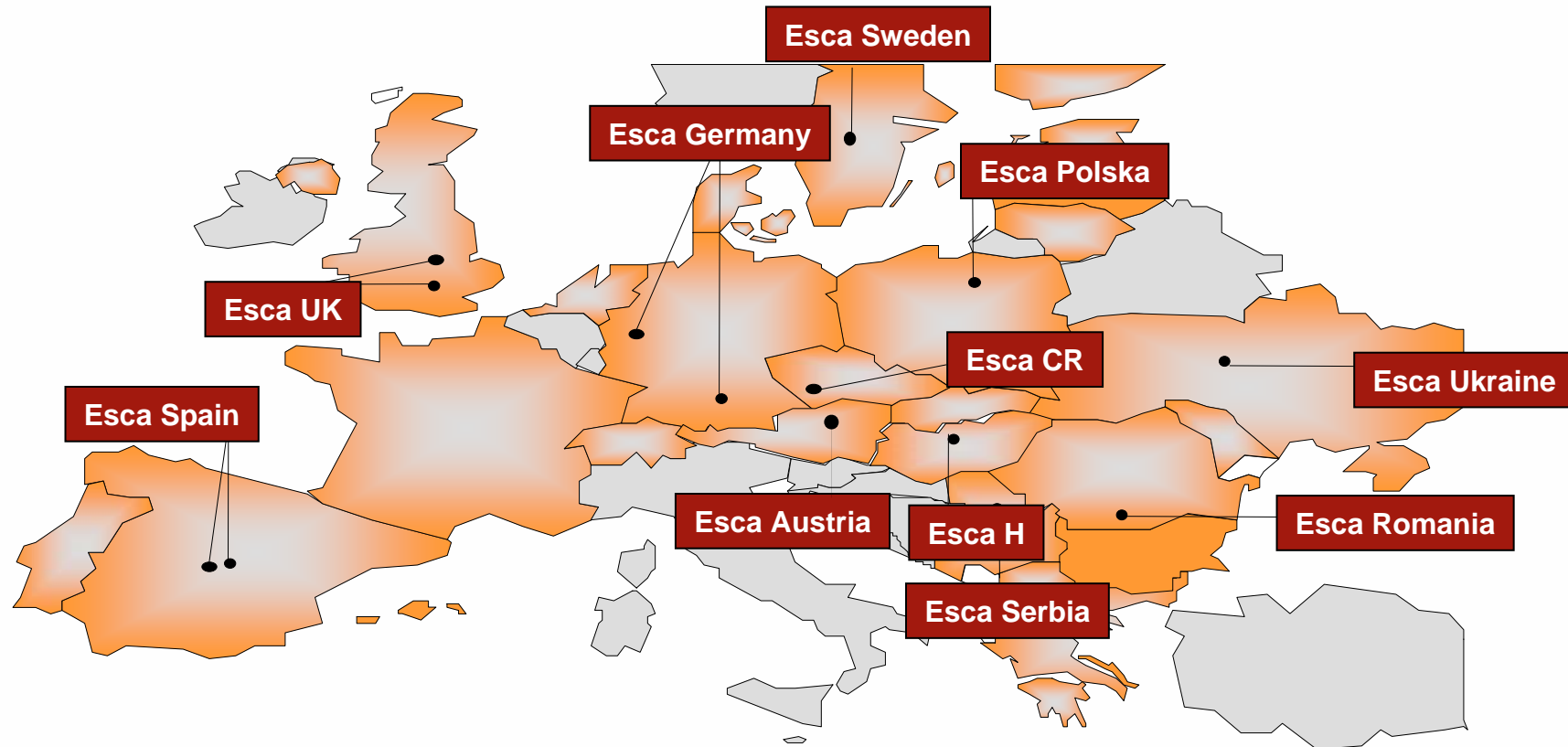


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Esca Plants



Esca supply 64% of all McDonald's beef requirements in Europe

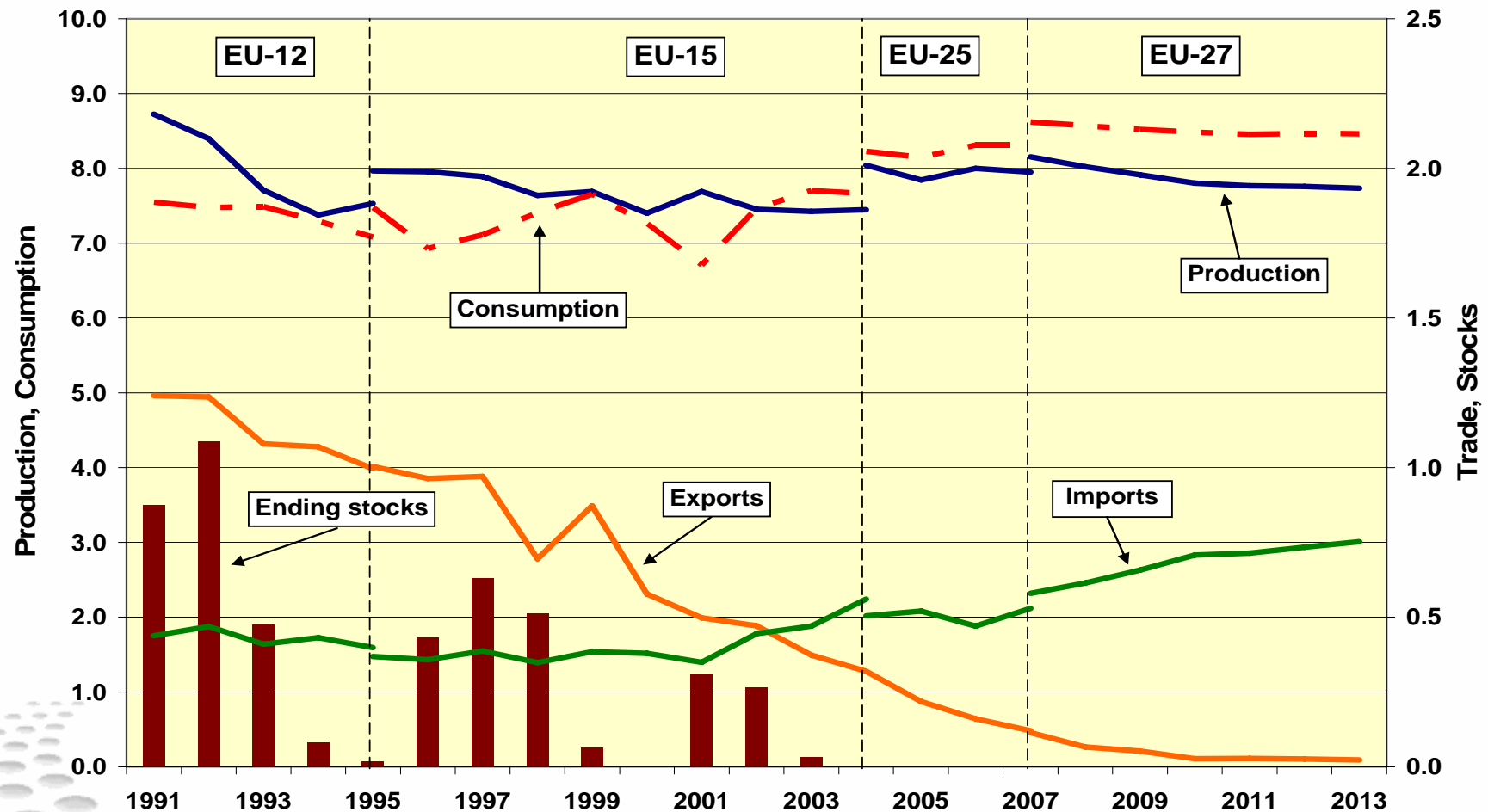


McDonald's European Beef Usage:

c.190,000 tonnes



EU production, consumption, trade and intervention stocks (mio t c.w.e.)





Make up your own mind

[Home](#) | [Your questions](#) | [Quality Scouts](#) | [Events](#) | [Keep in touch](#)

Ever wondered what McDonald's® puts in its burgers?

Want to know what's in our food? Or where it comes from? Just ask. Whether you simply have a question, or want to join the debate, you've come to the right place - the McDonald's Make Up Your Own Mind web site.

Quality Scouts have already checked out a number of the 17,000 farms supplying beef to McDonald's (all in the UK and Ireland) and one Scout, Jane, even visited an abattoir. There are plenty more visits to other farms, processing plants and restaurants coming up - our Scouts have also been asking some tough questions about our chicken, animal welfare and nutrition.

So click below to meet the Scouts, see their filmed and written reports, and keep in touch for news of where the Scouts are heading next.

Explore the new Quality Scout farm reports

Find out more about the NEW Kenco Rainforest Alliance coffee

Read the new Quality Scout Abattoir report



Jane Eyres
Blackwood, Wales
Director of Events Management
Company

My farm visit

I decided it was best to get my killer question done and dusted as we started to descend to the next field. I asked the farmer if he was proud of supplying McDonald's...

[Read all the reports](#)



Make Up Your Own Mind – The Facts

6,188 questions asked

255,310 visitors to date

9 Quality Scouts reporting behind the scenes of our suppliers

80% of visitors feel well informed

70% now feel more positive about McDonald's beef

1/3 of website visitors now more likely to visit McDonald's





What's Next ??





- **Animal Welfare**
- **Environmental**
- **Corporate Social Responsibility**
- **Sustainable Supply**
- **Carbon Footprint**





Peter Mitchell

ESCA Food Solutions UK



