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THERE SURE IS A LOT OF NORTHWEST IN MCDONALD'S®

McDonald's to Highlight Local Agricultural Sourcing and Economic Impact in the Northwest

Seattle, WA (July 21, 2010) – Today McDonald's launched the *From Here* campaign to showcase local agricultural sourcing and community impact in the Pacific Northwest. The campaign will appear in Western Washington on TV, billboards, online and in print ads through August. McDonald's is taking the bold step to provide more transparency on how its 191 Western Washington restaurants are able to both source and serve the great-tasting, quality food their customers expect.

"High-quality food begins with high-quality ingredients," said David Santillanes, Seattleite and local Owner/Operator of McDonald's. "Many customers are surprised when they learn that the French fries they are enjoying in Puyallup and Kirkland came from potatoes in Pasco and Kennewick."

In Western Washington, 95 out of every 100 McDonald's World Famous Fries® served in Western Washington started out as a Washington potato. Nationally, Washington potatoes make up nearly 18% of fries and hash browns served. And virtually all milk served at McDonald's comes from Darigold®, a Northwest cooperative owned by over 500 dairy farmers from Lynden to Chehalis to Spokane.

"At McDonald's we take food quality seriously and want our customers to know that we purchase from the country's top farmers, bakers, and producers – many of the same trusted brands that supply your neighborhood supermarket," said Lydia Wardle, Supply Chain Manger, Northwest, "We are proud to partner with local suppliers like Tree Top and Darigold to bring our customers the quality food they love."

Not only does McDonald's in Western Washington serve local products like milk, potatoes and apples, but McDonald's also serves as a major employer and active member of the community. Based on a 2008 California State University, Sacramento report, McDonald's restaurants in Washington employed nearly 12,000 people in management, support staff, and operations positions. Based on McDonald's employment and expenditures for wages and benefits in the state creates nearly 30,925 jobs and nearly \$544.9 million in spending in Washington.



McDonald's Sourcing Facts

- 88% of apples served at McDonald's in Western Washington are from Washington State
- 95% of French fries and hash browns served at McDonald's in Western Washington are from Washington
- 18% of French fries and hash browns served at McDonald's nationally in 2009 were from Washington
- McDonald's purchased over 497,000 gallons of Washington milk from Darigold, a Northwest cooperative owned by over 500 dairy farmers.

About McDonald's

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 84 percent of McDonald's restaurants in Washington are independently owned and operated by local franchisees. McDonald's of Washington spends more than \$263.8 million in their communities each year. This includes more than \$6 million spent on Washington apples, more than \$171 million spent on Washington potatoes and nearly 500,000 gallons of milk purchased from local dairy farms. For more information visit www.mcdonalds.com/fromhere

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