



## **MEDIA STATEMENT**

**Feb. 25, 2009**

The past week has brought some unwarranted attention – in the form of a viral email – with regards to McDonald's Canada's beef purchasing practices which contained information that was completely false.

This email is a hoax. McDonald's Canada currently sources 100% of its beef from farms and ranches right across Canada and have no plans today to purchase any beef from South America. In the past the company has purchased small quantities of beef from New Zealand, Australia and the United States, but has always sourced the vast majority of its beef from Canada.

From the outset, Brad Wildeman, President of the Canadian Cattlemen Association, has been quick to point out that *"there's absolutely no truth to this rumour. McDonald's Canada has been a long-time supporter of the Canadian beef industry. We've always enjoyed a positive relationship with McDonald's Canada over the years and have every confidence that this will continue into the future."*

The first email on this topic originally surfaced in the US in 2002 – at that time referencing the Texas Cattle Feeders Association – and it has resurfaced again in 2005, 2007, and again in 2008. McDonald's representatives in the US have spoken with the Texas Cattle Feeders Association and they deny any association with the email. In 2009, a Canadian version emerged that's practically identical to the one that originated in the US.

McDonald's Canada remains one of the largest purchasers of Canadian beef, and we are proud supporters of the Canadian beef industry.

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