

FAST FOOD ANTIBIOTICS



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Why Fast Food?

- Big buyers of meat
- Easily Identifiable
- Responsive to Consumer Campaigns
- Have limited number of offerings

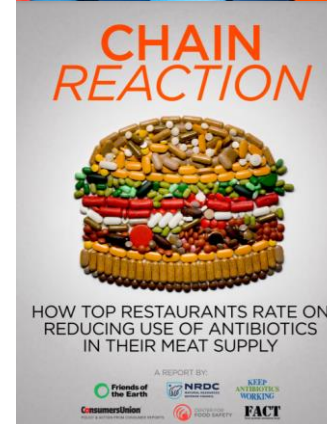


History

- 2002 KAW outreach to companies
- 2003 McDonalds sets poultry policies
- 2006 Perdue sues Tyson over claims
- 2015 Chain Reaction launch
- 2016 CI Antibiotics Off the Menu
- US Antibiotics Off the Menu
- 2018 CSE Double Standard
- 2021 Chain Reaction VI



Advocacy Group Applauds McDonald's for Recognizing Americans 'Deserve a Break Today'



... Begins to Limit Meat Suppliers' Use of ...
... ing, other ...
... plate



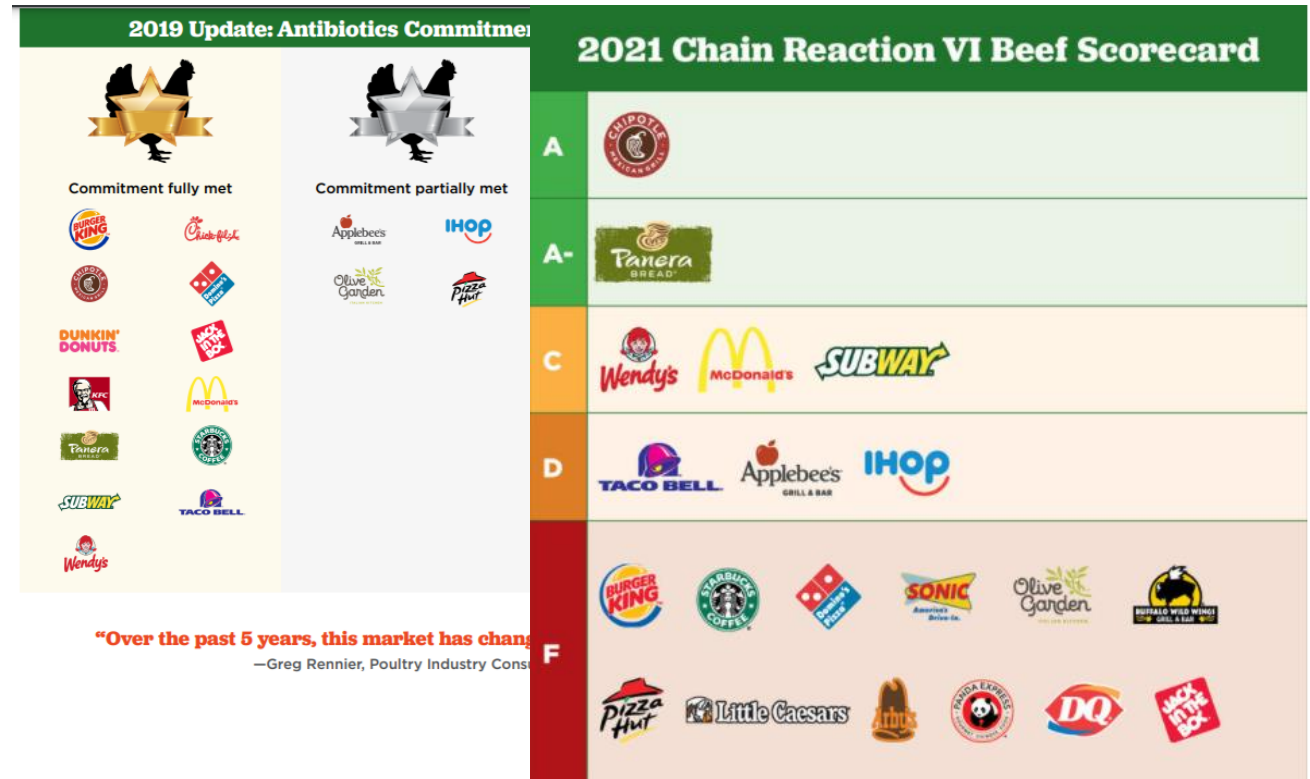
What we do

- Talk with companies
- Engage with investors
- Score card
- Campaign
 - ✓ Petitions and emails
 - ✓ Social and earned media
 - ✓ Shareholder meetings



Results

- Most US restaurant chains serving chicken raised without antibiotics
- 52% RWA and just 1% no restrictions
- 8 of top 20 have beef policies



Ongoing challenges

- Limited progress on beef and pork
- McDonald's failed to meet 2018 commitment
- Misleading claims
- Double standard btw US and other regions
- Many ongoing crises



U.S. PIRG STANDING UP TO
POWERFUL INTERESTS

**TELL MCDONALD'S: IT'S TIME TO
FOLLOW THROUGH ON YOUR
ANTIBIOTICS COMMITMENT**

McDonald's CEO Chris Kempczinski:

RAISED WELL

At Cracker Barrel, we are dedicated to animal welfare and encourage our suppliers to lead the way in adopting the best animal welfare practices. Cracker Barrel is committed to transitioning 100% of its egg supply to be cage-free by 2026.

Cracker Barrel sources all of its beef, pork and poultry domestically. This not only allows visibility into our suppliers' animal welfare practices but also ensures that the meat we serve to customers is produced in compliance with US laws and regulations and with appropriate agency oversight. Our customers can be assured, for example, that the animals used in food production for Cracker Barrel are not routinely given medically important antibiotics, but receive antibiotics only under veterinary care for treatment of sickness or to control outbreak of disease.

Thank You



Photos courtesy of Brattset Family Farm, Willow Way Farm, and Shannon Brook Farm.