

OUR COMMITMENT TO FISH SUSTAINABILITY



We're on a journey to build a better McDonald's®

We're using our scale for good to advance sustainable fish sourcing as the industry standard, helping to protect long-term fish supplies and improve the health of surrounding marine ecosystems.

2001

McDonald's began its journey toward sustainable fish, working to identify ways to help protect long-term fish supplies and improve the health of surrounding marine ecosystems.

2003

Conservation International began evaluating McDonald's whitefish supply chain annually according to the standards set in the McDonald's Sustainable Fisheries Program. Today Sustainable Fisheries Partnership oversees the annual evaluation.

2011

McDonald's Europe elected to certify its restaurants to the Marine Stewardship Council (MSC) Chain of Custody traceability standard.

2013

McDonald's USA elected to certify its restaurants to the Marine Stewardship Council (MSC) Chain of Custody traceability standard.

2014

All of the whitefish, including Alaska pollock, used for McDonald's Filet-O-Fish® globally is sourced from sustainably managed fisheries.

2016

In partnership with Greenpeace, McDonald's led an industry-wide coalition to comply with the Arctic Moratorium.

All participants committed to no longer source fish caught in vulnerable or not yet explored areas of the Barents and Norwegian seas, protecting fragile arctic marine habitats.

2018

McDonald's USA sources fish from the largest Marine Stewardship Council (MSC) sustainable fishery in the world, which avoids capture of non-targeted fish and maintains an annual bycatch rate of 1%, one of the lowest in the industry globally.

