



May 26, 2015

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Dan Hull, Chairman
North Pacific Fishery Management Council
605 West 4th Avenue, Suite 306
Anchorage, AK 99501-2252

Dear Chairman Hull,

On behalf of McDonald's Corporation, I'm writing to express our interest in sustainable fishery practices that protect the marine ecosystem, specifically the sea bottom habitats along the shelf break of the Bering Sea, of which the Zhemchug and Pribilof canyons are key parts. Sustainable fishing is important not only to our assured supply in the future, but because it is consistent with our company values and the expectations of our customers.

We appreciate the leadership the Council has taken to drive sustainable fishing practices and urge the Council to continue setting the global standard on sustainable fisheries, ecosystem-based management and marine conservation. In this spirit, we believe the Council will benefit from the recent large-scale survey of the coral habitat in the canyons conducted by the National Oceanic and Atmospheric Administration (NOAA).

We understand that initial images and results have been posted and that the Council will review these findings at its October 2015 meeting. McDonald's recognizes the Council's shared interest in ensuring viability of the fishing industry and its ecosystem into the future. As a large buyer of Alaskan Pollock, we urge the Council to earnestly review the results, as we believe the Council is in the best position to assess the results of the survey and make a recommendation on any actions to be taken.

Today, 100% of the Alaskan Pollock used in Filet-o-Fish for McDonald's restaurants is certified sustainable by the Marine Stewardship Council. As part of our global sustainability framework's 2020 goals, we look forward to continued partnership with the Council and the industry to maintain that 100% of our fish sourced worldwide is verified sustainable. In order to ensure all sources remain comfortably above sustainability standards into the future, we voice our support to the Council and ask that it move swiftly to take all appropriate measures to protect the habitat of the Bering Sea canyons and sustain the long-term viability of its fisheries.

Sincerely,

Marion K. Gross

Senior Vice President and Chief Supply Chain Officer, North America

cc: Jim Norberg, Executive Vice President and Chief Support Officer
Susan Forsell, Vice President, McDonald's U.S. Sustainability
Jill Manata, Vice President, Global Public Affairs & CSR Engagement