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# Letter from Peter Lovenheim and Joseph Gordon to the Secretary of McDonald's Corporation

Peter Lovenheim

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December 13, 1993

Secretary of the Company  
McDonald's Corporation  
McDonald's Plaza  
Oak Brook, IL 60521

Re: Shareholder Proposal

To the Secretary:

Mr. Henry Spira and Ms. Nannette Coco intend to present the enclosed proposal for action by the company's shareholders at the 1994 annual meeting.

This proposal is submitted in accordance with 7 C.F.R. § 240.14a-8. The full name and address of the co-proponents are:

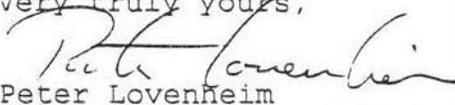
Mr. Henry Spira  
1 West 85th Street  
New York, NY 10024

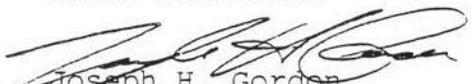
Ms. Nanette Coco  
c/o Franklin Research & Development Corporation  
Att: Simon Billinness  
711 Atlantic Ave.  
Boston, MA 02111

Mr. Spira owns 65 shares of McDonald's common stock and Ms. Coco holds 150 shares of McDonald's common stock. Both have held their shares for more than one year. Evidence of eligibility is attached and includes statements by both co-proponents of their intention to continue holding their shares through the date of the next annual meeting.

Correspondence or telephone contact regarding this matter should be directed to us as attorneys for the proponents.

Very truly yours,

  
Peter Lovenheim

  
Joseph H. Gordon

Enc.  
JHG/pc

EXHIBIT A

SHAREHOLDER PROPOSAL

Submitted to

McDonald's Corporation

by

Mr. Henry Spira  
Animal Rights International, Inc.  
1 West 85th Street  
New York, NY 10024

and

Ms. Nannette E. Coco  
c/o Franklin Research & Development Corporation  
711 Atlantic Avenue  
Boston, MA 02111

WHEREAS, to supply its more than 13,000 restaurants, McDonald's each year consumes more than half a billion pounds of beef, in excess of 160 million pounds of chicken, one billion eggs, and unknown amounts of pork, and

WHEREAS, many of these animals may be raised on so-called "factory farms" where confinement, over-crowding, mutilation and other procedures can cause pain and suffering to the animals involved, according to leading animal protection organizations, and

WHEREAS, we believe businesses that sell products or by-products derived from animals have a moral responsibility to encourage the humane treatment of those animals; and

WHEREAS, we believe adherence with the following principles would help assure humane treatment of those animals:

- 1) Least Restrictive Alternative - animals should be housed, fed, and transported in a practical manner least restrictive of their physical and behavioral needs;
- 2) Individual Veterinary Care - animals should be afforded individual veterinary care when needed;
- 3) Humane Slaughter - methods used should be designed to produce a quick and humane death;

NOW, THEREFORE, BE IT RESOLVED that it is recommended that the Board of Directors endorse these principles and encourage the

company's suppliers to take all reasonable steps to comply with company's efforts to encourage adherence to these principles.

#### SUPPORTING STATEMENT

In recent decades, traditional small family farms increasingly have been replaced by mass-production "factory farms."

On some typical factory farms, these conditions have been observed: as many as five laying hens squeezed into a 12" x 16" cage, unable to turn around or stretch, beaks burned off to prevent stress-induced cannibalism; unwanted male chicks suffocated at hatcheries; pregnant sows restrained for months in narrow crates, unable to move; cattle de-horned, branded, and castrated without anesthesia.

Some European countries have enacted laws to phase out some of the most stressful aspects of factory farming, but in the U.S. there are no laws, state or federal, that effectively prevent such conditions.

Though McDonald's does not itself operate farms, we believe that as a major customer for meat, poultry, and eggs, McDonald's can be an important influence for change within the animal agriculture industry.

✓ We urge McDonald's to encourage suppliers to keep up with the standards of more humane treatment which are being implemented in Europe, and to further encourage suppliers to adopt such practices and technologies in the U.S.

We believe that endorsing these principles will favorably impress consumers by showing that the company is taking positive action on an issue of growing public concern.

Please vote FOR the proposal.