



November 1, 2013

Dana Perls
Food and Technology Policy Campaigner
Friends of the Earth
via email: dperls@foe.org

Dear Dana,

I'm writing in response to your letter to Don Thompson dated October 17, 2013.

First, thank you for your recognition of our recently expanded nutrition commitments. We are proud of our commitment to offer more fruit and vegetables on our menu, and our customers can feel confident that food safety and quality will remain top priorities.

Thank you for taking the time to share your thoughts on Arctic Apples. I wanted to share with you that McDonald's USA does not purchase apples from Crunch Pak nor do we have current plans to source the Arctic Apple variety.

McDonald's USA reviews, on a case-by-case basis, the potential safety and environmental impacts, status of regulatory approvals, customer acceptance and prospective consumer benefits of specific food items as they become available to the market. Our goal is safety and quality above all else.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jill Scandridge", is written over the typed name.

Jill Scandridge
Senior Director, Public Affairs
McDonald's USA

cc: Jeff Hogue