



Trikaya Agriculture

McDonald's Supplier Of Fresh Iceberg Lettuce

McDonald's India benefits other Indian businesses through local sourcing. Worldwide, too, McDonald's has brought benefits consistently to the community by working with local businesses, which could grow as McDonald's grew. By forming partnerships with the local suppliers, based on trust and the mutual desire to grow, McDonald's has set the stage for enormous success for a large number of companies from which it purchases supplies and services.

Working with these local suppliers, McDonald's and its international supplier network has helped transfer to them advanced technology and state-of-the-art procedures in the areas of agriculture, food processing, warehousing and distribution, restaurant equipment manufacturing, restaurant operations and other disciplines related to the food service industry.

For example, McDonald's partnership with local produce suppliers has stimulated the introduction of new farming techniques and widened geographic areas of production. Agricultural suppliers to the company are now employing the most current farming practices – resulting in better cropping patterns, greater yields, higher farm income and increased jobs within the rural farming sector.

One of the best examples of this supplier development is Trikaya Agriculture, McDonald's supplier of fresh iceberg lettuce. Initially lettuce could only be grown during the winter months but with McDonald's expertise in the area of agriculture, Trikaya Farms in Talegaon, Maharashtra, is now able to grow this crop all the year round.

McDonald's has provided assistance in the selection of high quality seeds, exposed the farms to advanced drip – irrigation technology and helped develop a refrigerated transportation system allowing a small agro-business in Maharashtra to provide fresh, high quality lettuce to McDonald's urban restaurant locations thousands of kilometers away. Today, Trikaya Agriculture is a major supplier of iceberg lettuce to McDonald's India for their Indian operations.



Exposure to better agricultural management practices and sharing of advanced agricultural technology with McDonald's has made Trikaya Agriculture extremely conscious of delivering its products with utmost care and quality. Its post harvest facilities include a cold chain consisting of a vacuum pre cooling room to remove field heat, a large cold room and a refrigerated van for transportation where the temperature and the relative humidity of this crop is maintained between 1° C and 4° C and 95% respectively. Vegetables are in the pre cooling room within half an hour of harvesting. The pre – cooling room ensures rapid cooling to 2° C within 90 minutes. The pack house, pre cooling and cold room are located at the farms itself, ensuring no delay between harvesting, pre cooling, packaging, and cold storage. Thus 0% spoilage and freshness are maintained.

Besides supplying to McDonald's, Trikaya Agriculture has also a plan to export this high value product to other international markets, especially to McDonald's Middle East operations. McDonald's expertise in packaging, handling and long distance transportation has helped Trikaya to do trial shipments to the Gulf successfully and a large amount of snow peas to Austrian markets.

In addition to export, McDonald's assistance has enabled Trikaya Agriculture to supply this crop to a number of star-rated hotels, clubs, flight kitchens and offshore catering companies all over India.

Trikaya Agriculture's association with McDonald's India is typical of McDonald's commitment to local sourcing and the opportunity this provides to the suppliers to expand their business, have access to the latest in food processing technology and acquire exposure to advanced agricultural practices.