

## Fungi Sports

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1 Luisa Fernanda Serrano López	Third year	Global Business
Member 2 Samantha Ramírez flores	Third year	Global Business
Member 3 Patrick hooper Carrillo	Third year	Global Business
Member 4 Loreto Temoltzin	Third year	Global Business
Member 5 Aura Daniela Carballo Rovira	Third year	Global Business

**Advisor(s):** Héctor Daniel Smith Tovar

**Topic Title:** Power Up with Mushrooms: Energy & Nutrition Naturally

**Audience:** McDonald's Board - Board of Directors

### Sustainable Development Goal

SDG #(2) : “End hunger, achieve food security and improved nutrition and promote sustainable agriculture”

### Executive Summary

The global food industry is at a crossroads. While demand for healthier, more sustainable food options is growing, many products available in the market still rely on resource-intensive farming practices, synthetic fertilizers, and unsustainable supply chains. According to the Food and Agriculture Organization (FAO), agriculture accounts for 24% of global greenhouse gas emissions, contributing significantly to climate change. Additionally, the widespread use of artificial additives and ultra-processed ingredients in fast food has been linked to obesity, diabetes, and cardiovascular diseases. Consumers seeking healthier, more sustainable choices often find themselves limited by affordability and accessibility.

McDonald's faces an ethical dilemma due to its contribution to unhealthy eating habits and environmental harm. Despite sustainability efforts like sourcing cage-free eggs and reducing plastic waste, its reliance on industrial meat production drives high emissions, resource depletion, and biodiversity loss. This contradicts its sustainability commitments, prioritizing cost efficiency over environmental and public health. McDonald's perpetuates an unsustainable agricultural model while promoting an ultra-processed, meat-heavy menu that contributes to public health issues. A viable solution is to integrate mushroom-based protein alternatives, reducing its dependence on meat and processed ingredients. Mushrooms require significantly fewer resources than livestock and offer essential nutrients, making them a sustainable and healthier option.

Beyond product innovation, McDonald's can support urban mushroom farming initiatives, educational campaigns, and fitness programs to encourage healthier lifestyles. By empowering communities to cultivate nutritious food and promoting physical activity, McDonald's can launch marathons, outdoor workouts, and nutrition workshops in collaboration with schools and local organizations. These initiatives would reinforce its sustainability commitments and position McDonald's as a leader in ethical innovation, setting a new standard for the fast-food industry.