



# International expert condemns New Zealand rodeo cruelty

**As another rodeo season draws to a close, we are pleased to see that we are that little bit closer to ending this form of animal abuse for entertainment. Powerful new footage shows the distress these animals endure for a small minority and there have been an unprecedented number of interviews and media articles examining this outdated form of animal bullying. A number of passionate locals have also staged high-profile, peaceful protests outside many events.**

While it doesn't take an animal welfare expert to see that animals are distressed when chased, wrestled, roped, spurred and forced to buck in rodeo event, it's pleasing to see the wealth of experts that are now speaking out. Among them is Dr Peggy Larson who visited New Zealand earlier this year from her home in the US. As a past rodeo 'bareback bronc' rider, she saw rodeo practices for herself from inside the industry. Her experience and knowledge as a vet, prosecutor and farmer make her perfectly placed to provide expert opinion on why rodeo must end.

While she is against all rodeo events, Dr Larson is particularly appalled by calf roping. "I can't look at a calf roping event without thinking of the science behind the damage that's being done to that calf's neck." She explains how autopsy reports on calves used in calf roping events revealed that they sustain serious neck, head and shoulder injuries when roped at full speed. This damage occurs because their head and neck are stopped by the rope, but their body keeps going.



Dr Larson adds, "Rodeos have nothing to do with good stockmanship or farming practice. Farmers aim to handle their animals in a manner that causes the least amount of stress to the animals, whilst rodeos do the opposite. It is simply animal abuse for entertainment. I urge New Zealand to ban this cruel practice."

### **You can help!**

Get in touch with us at [safe@safe.org.nz](mailto:safe@safe.org.nz) and we'll send you copies of the petition so you can help spread the word in your area.

# Volunteers take FARM360 Virtual Reality experience to the streets

**Have you ever wanted to see what life is really like for animals in New Zealand's factory farms? Well now you can do even more than that: you can experience it too. This is thanks to SAFE's brand new nationwide virtual reality experience - FARM360.**

The new virtual reality footage, obtained by Farmwatch, with a voice-over by actor Emmett Skilton, shows the horrific reality of factory farming from various perspectives. From chickens bred for meat packed into sheds, to layer hens trapped in cages and mother pigs confined to crates so small they are unable to turn around, Farm360 gives you the 'animal's eye view' of life in a NZ farm.

At the Farm360 launch at Auckland's Wynyard Quarter last month, the VR headsets allowed passers-by to plug in to the grim reality of factory farmed animals.

Volunteers in Auckland, Christchurch and Wellington have attended special training sessions and will be bringing this unique experience to a range of different events and locations in our three main centres.



Helene, Jennifer Dutton - SAFE Corporate Campaigns and Jess



Keen to get involved?

**Contact [laura@safe.org.nz](mailto:laura@safe.org.nz) to find out more.**



Auckland SAFE team hosting the FARM360 launch

YES!  
SUBWAY  
is cage-egg  
free



## A foot-long step forward for hens as Subway NZ goes cage-free

**Our latest campaign win is one for the archives! SAFE has been in conversations with sandwich chain Subway since 2004 about their use of cage eggs, and things have certainly changed since our first colourful protests!**

Fast forward fourteen years and the expectation of corporates has come a long way. After working with us, Subway NZ announced they have gone cage-free in whole eggs across all 280 of their stores.

Subway's decision is the latest in a series of trending cage-free commitments. Rival fast-food companies who are already cage-egg free, or have named a future phase-out date, include McDonald's, Wendy's, Pita Pit, Habitual Fix, Hell Pizza, Burger King and Burger Fuel.

The tide is turning against cage cruelty and corporates are being

held to higher standards than ever before. We've seen giant leaps forward for hens both here and overseas. The phasing out of cages is part of an international movement, much of it facilitated by animal advocacy groups around the world including members of the Open Wing Alliance, of which SAFE is a partner organisation.

We will continue working with other businesses to put an end to the cruelty of fowl cages in New Zealand. Keep an eye on SAFE's website and social media for regular updates on our cage-free campaign!

# All NZ supermarkets commit to cage-free future!

**You cared about hens and you demanded better. Following landmark announcements in the past 12 months from supermarket chains Countdown and Pak n Save, we are delighted to announce that FreshChoice and SuperValue supermarkets have now also made a cage-free commitment for whole eggs!**

Prompted by public scrutiny, and hearing from SAFE, FreshChoice and SuperValue announced their new policy on 21 February this year. The policy will affect all 70 of their stores and is in line with and is in line with the same commitment made by Countdown's parent company, Progressive.

This means ALL major supermarkets in NZ now have a cage-free policy to break up with cruel cage eggs for good.

This win shows what we can achieve together but our fight for caged hens is far from over! Keep your eyes on [safe.org.nz](http://safe.org.nz) and social media to see how you can join us in demanding a better life for caged hens.



countdown

PAK n  
SAVE

freshchoice

superValue

NEW WORLD

4 FOUR  
SQUARE

EAT  
KIND



**Town Tonic** - Christchurch  
Vegan Pumpkin Pie

  
**VEGANUARY**

## International Veganuary event a success in New Zealand!

Veganuary hit NZ shores for the first time this year, with more than one thousand caring Kiwis embarking on a plant-based challenge in January. Restaurants and cafés across the country also got behind the very first Veganuary offering special plant based menu items for diners. A huge congratulations to Town Tonic restaurant in Christchurch who were awarded the inaugural Veganuary People's Choice award for Best Dish with their mouth-watering vegan pumpkin pie with pistachio, chocolate, strudel and rosemary.

We're already looking forward to the next Veganuary! Thanks to all the participants in our communities who chose to make a positive start to the year for animals, the planet and their health.

For recipes, nutrition information and more please check out [safe.org.nz/eatkind](https://safe.org.nz/eatkind)

Join us and make morning tea cruelty free on 15 April!

Keeping with the theme of kind and delicious food, we are proud to be partnering with the Worldwide Vegan Bake Sale on their 10th anniversary! Last year keen bakers around the world raised nearly half a million dollars for charities of their choice and this year SAFE is honoured to be one of the chosen charities.

Come April 15th, compassionate Kiwis around the country will be baking up a storm for the animals, holding bake sales with their friends, families and workmates. The delicious baked treats will have only animal-friendly ingredients which means they will be completely free from eggs, milk, butter and any other animal product that can be found in some recipes.

Join the [event name] on 15 April – share your cruelty free baking with friends and raise much needed funds to make New Zealand a better place for all animals!

Taking part is easy – we'll be offering recipes as well as tips and tricks on how to hold a successful bake sale.



For more information contact Krysta at [krysta@safe.org.nz](mailto:krysta@safe.org.nz) or check out [safe.org.nz](http://safe.org.nz)!

# THE KIND BAKE SALE

MAKE A DIFFERENCE FOR ANIMALS  
ONE INGREDIENT AT A TIME!



#KINDBAKESALE





## Animals & Us ten years on – how are we doing?

In 2007 SAFE produced the first school textbook in the Animals & Us series: *Battery Hen Farming in New Zealand*. Every secondary school in New Zealand was sent free copies of the textbook which proved to be highly popular with teachers and students alike. Since then, four further textbooks have been produced covering a range of animal rights issues.

This humane education programme takes a unique and revolutionary approach to education. Each textbook is equipped with lesson plans, supporting resources and linked to the New Zealand curriculum. Ten years on we are conducting an independent evaluation of the programme, to help us continue to provide a world-class education programme in future. We are interested in hearing from any teachers or students who have used the Animals & Us textbooks.

Please feel free to contact the Evaluation Manager, Pam Oliver, at [pam.oliver.waiheke@gmail.com](mailto:pam.oliver.waiheke@gmail.com) or you can contact Nichola directly at [nichola@safe.org.nz](mailto:nichola@safe.org.nz)

Epsom Girls' Grammar and Auckland Grammar students at Animals & Us textbook launch event.

# Digital database – the answers are at your fingertips

The ability to access information online quickly and efficiently is important for any educator or student. For years SAFE's Animals & Us textbooks have been available online and now we are able to make searching for lessons and content even more user-friendly. Our education team and web designers are currently working on a new platform for accessing the Animals & Us textbooks that will make it faster and easier to find the information you seek. Teachers looking for lesson ideas on factory farming, animal experimentation, animals in entertainment or animal rights will find the online platform a dream to use. Students will also find the resources they need within a few keystrokes.

Keep your eyes peeled for the Animals & Us database launching in winter of 2018!



Epsom Girls' Grammar student  
Animals & Us textbook launch event



*Thunder  
pants*



## Mushroom underpants raising money for animals!

New Zealand underwear company, Thunderpants have launched their latest 'colour me' range covered in mushrooms of all shapes and varieties. Designed to unleash customers creative side these organic fair trade undies can be custom coloured to create a one-off unique pair. For every pair of these fungi filled Thundies sold throughout April a dollar will be donated to SAFE to help create a world where animals are understood and respected and are no longer made to suffer.

Directors, Josie and Sophie Bidwill explain, "It's really important for us to give back to not for profit organisations and charities that are doing great work and raising money for causes we are passionate about!"

These limited edition Thunderpants would make a fun gift for the animal lover in your life, or even a treat for yourself! Get yours here before the end of April: [www.thunderpants.co.nz](http://www.thunderpants.co.nz)

# SAFE Animal Squad - a popular group for young animal lovers!

**With nearly 500 members Animal Squad is growing by the day!**

We are excited to showcase our new look, including the streamlined *Animal Bites* newsletter. You will find all the usual favourites inside, plus a brand-new feature poster. The newsletter is sent free to every primary school library, as well as to more than 200 classrooms who have subscribed. Children and teachers are sure to enjoy the fun and exciting new look!

Check it out on the Animal Squad website [SafeAnimalSquad.org.nz](http://SafeAnimalSquad.org.nz)



**Sign Up to SAFE Animal Squad**

to receive your copy of the newsletter



Safe Animal Squad member - Maja



## Imagination runs wild in Animal Tales game

Along with the launch of the Animal Squad website last year we also launched an interactive online game called Animal Tales. Kids can get creative by telling their own tale of animal kindness and share their creations in our online gallery. It's a fun story-telling game where kids can use their imagination and writing skills.

If you know a young animal lover aged 8-14, they can join online at [SafeAnimalSquad.org.nz](https://SafeAnimalSquad.org.nz)



Mandy Carter - Campaigns Director and Debra Ashton - Acting CEO hand petition box to Green Party MP and Animal Welfare Spokesperson Gareth Hughes



Actor Thomasin Harcourt McKenzie with 'Princess Buttercup'.



# The time to take action against farrowing crates is now

**We are calling it time on farrowing crates! We have just presented our petition to end farrowing crates to Parliament. Together with more than 110 000 of you, we've spoken out against the daily suffering of mother pigs in these cruel crates.**

More than 16 000 mother pigs are kept confined in farrowing crates in New Zealand.

Tightly confined, a mother pig can merely step forward or backward. She cannot even turn around for weeks on end. She will never be able to build a nest for her piglets, who will be taken from her within weeks of birth. She may develop pressure sores and joint injuries, and she will chew at the bars of her crate in boredom. For animals that are more intelligent than dogs this is particularly distressing.

Sadly this treatment of pigs is routine and it never ends - after more than four weeks in the farrowing crate the cycle of abuse begins again.

It is difficult to imagine a less humane way to treat a highly intelligent, social and sensitive animal. The current use of farrowing crates is a violation of New Zealand's Animal Welfare Act, which requires animal owners to ensure their basic needs - including behavioural needs - are met. Yet, somehow, the Code of Welfare allows this cruelty to continue.

The use of farrowing crates is described by farmers as 'best practice' in pig factory farms. They claim that the crates meet minimum welfare requirements. However 30% of New Zealand pig farms already do not confine their mother pigs in this cruel way.

Thousands of you have spoken out with us in the petition we have just presented to Parliament. But in order to get real change for pigs, we need to keep the momentum going.

We will be working with the public and putting pressure on the government in the coming months to take the voices of the people seriously and to ban cruel farrowing crates.

**Watch this space over the coming months as we demand fair, kind treatment for mother pigs!**

# Animals Need You!

From exposing the appalling conditions on colony battery cage farms to campaigning for an end to rodeo cruelty and producing educational resources for young people, our work on behalf of animals would not be possible without the support of compassionate New Zealanders like you.

Giving regularly is one of the most effective ways you can support our work to help animals.

You will be a vital part of our work making New Zealand safe for animals.

Please visit [safe.org.nz](http://safe.org.nz) and click 'Donate', or call Lauren on: 04 472 9311 to set up your regular gift today.

Thank you.

## follow us:



Facebook/Twitter/Pinterest/Instagram: SAFEnewzealand  
YouTube: SAFEAnimalAdvocacy

Cover image - Princess Buttercup  
Find her on Facebook - @PrincessButtercup



[safe.org.nz](http://safe.org.nz)

