



2016 Spring Update

# WORKING TOGETHER

to make New Zealand  
SAFE for animals

# Caring Individuals Target Countdown

**Thanks to YOU, a high-profile ad campaign sent Countdown one simple, powerful message: 'We don't want cruelty in our trollies!'**

Hundreds of posters were put up in prominent locations, a mobile billboard was driven around Countdown carparks for a whole week, and pavement stencils took the message right up to Countdown's front door.

Many of you filled in message board slips, posted on Countdown's Facebook page and even dressed as hens and jumped in trollies to give out leaflets and raise awareness of colony cage cruelty.

Together, we are sending Countdown a message they can't ignore - and what's more, there are signs that it is beginning to work...



## BREAKING NEWS:

# Are Countdown Starting to Crack?

Countdown has just announced a new programme to encourage investment in producing free-range and barn eggs. This is significant because their number one excuse for not committing to phase out cage eggs is lack of supply of the alternatives. However, we are not asking Countdown to go cage-free overnight, but rather to 'name the date' - much as their parent company, Woolworths, has done in Australia.

While we welcome this as a sign that Countdown is starting to understand the

level of public concern about keeping hens in cages, it is now more important than ever to keep up the pressure for them to name the date by which they will consign cruel cages to the history books.

Remuera New World has just become the latest New Zealand store to go completely cage-free, while UK supermarket chain Tesco, all Danish supermarkets and global food giant Sodexo's 32,000 outlets have all recently named dates. It's only a matter of time before Countdown joins them.



# Meanwhile, at the Beehive...

SAFE believes that colony cages fail to meet the requirements of the Animal Welfare Act, and has filed a complaint with the Parliamentary Regulations Review Committee. The Committee has heard evidence from both SAFE and the Ministry for Primary Industries, and we are awaiting their decision.

In a separate development, Labour's Trevor Mallard has released a bill that would guarantee all farmed animals access to the outdoors within ten years. This would not only spell the end for colony cages, but would also mean the end of farrowing crates and all other forms of cruel factory farming.

It is a private member's bill—which means it will only be voted on if it is drawn from the ballot—but it is a pivotal moment in New Zealand history as never before has a major political party launched a bill to end factory farming.





## UPDATE:

# More Businesses Drop Rodeo Sponsorship!

As we were going to print, national real estate agents Harcourts wrote to us to say that after reviewing our concerns they have withdrawn sponsorship from Winchester Rodeo.

This follows a similar commitment from MoreFM, who responded to pressure from SAFE volunteers in Nelson.

Thanks to the efforts of Direct Animal Action, Gull Snells Beach and New World Warkworth also recently ended their association with rodeo. They join the likes of MediaWorks and House of Travel that had already committed to not sponsor rodeo in future.

Rodeos rely heavily on their sponsors, which is why it's crucial that they withdraw their support and commit to never again be a sponsor.

You can help by writing to companies such as Saddlery Warehouse, Totalspan and Southern Alps Air and asking them to withdraw their support.



# Animal Cruelty Investigation Leads to Conviction

## *Slaughterhouse worker sentenced.*

In an exposé that shocked the nation late last year, SAFE and Farmwatch exposed shocking cruelty in the NZ dairy industry.

Footage obtained by hidden camera showed calves being roughly handled during transportation, four-day old calves suffering in crates by the side of the road and a slaughterman violently kicking and throwing baby animals.

Following a trial at Huntly District Court, the slaughterman was sentenced to 10 months home detention. This conviction would not have happened without the undercover investigation by animal rights activists. However, as long as

there is no robust system for detecting and preventing systemic animal suffering, abuse will continue.

SAFE is calling on Prime Minister John Key to separate responsibility for animal welfare from the Ministry for Primary Industries and to allocate sufficient funding to enforce the law.

You can help by writing to:

Rt Hon John Key, Prime Minister  
FreePost Parliament,  
Private Bag 18888, Parliament  
Buildings, Wellington 6160





# New Rules for Bobby Calves Lack Vision

***Following our exposé of cruelty in the NZ dairy industry, the Ministry for Primary Industries has released new regulations on the treatment of bobby calves.***

The regulations include some changes to transport and shelter rules for the animals. However, they simply do not go far enough and – even worse – they will do little to prevent cruelty from happening in the first place.

The new regulations simply update previous codes of welfare that were not easily enforceable, and add new rules that are mediocre at best. Transporting of calves will be limited to ‘just’ 12 hours – still a gruelling journey for vulnerable baby animals – and will be prohibited over the Cook Strait.

From August 2017 calves must be provided with shelter, and there will need to be loading/unloading facilities for trucks. Also touted as an

improvement is that calves are to be fed in the 24 hours prior to slaughter, instead of the current 30 hours.

Tightening laws up only goes so far. There are two million bobby calves slaughtered every single year so the real challenge is preventing cruelty from happening in the first place.

Furthermore – taking calves from their mothers and sending them to slaughter from as young as four days old is unethical and cruel.

You can help calves by joining the thousands of caring individuals that have told us they are committing to go dairy-free.

**UPDATE:**

## Live Export Scandal

New Zealand currently prohibits the export of live animals for slaughter but allows export for breeding purposes.

Documents obtained under the Official Information Act and revealed on TV3's The Nation back in July show that negotiations that could see thousands of pregnant ewes exported from New Zealand to Saudi Arabia under the guise of 'breeding' are already in an advanced state. The lambs would be killed to supply Saudi markets and nothing would prevent the ewes themselves from being slaughtered once their lambs are born.

SAFE has received assurances from Minister for Primary Industries Nathan Guy that the government is committed to the ban on live export for slaughter, and we will continue to monitor the situation and hold the government to account to ensure that live export does not re-start by the back door.







# RIP Bunkered

***A horse was killed on 13 August in the Grand National Steeplechase in Canterbury, confirming yet again that jumps racing is cruel and dangerous.***

Bunkered, a seven-year-old mare, fractured her hind stifle, equivalent to a knee, after jumping a double fence in the gruelling 5,600 metre race.

The death of Bunkered follows the four horses who have already died in New Zealand jumps races this season—three of them at a single race meeting. Other New Zealand horses are killed when exported for racing in Australia.

Although all racing poses a danger to the horses involved, jumps racing is particularly problematic. Horses are leaping large fences at speed and can frequently fall or stumble upon landing. Injuries are sustained when the horses fall or crash into jumps or barriers. Racehorses, especially

those that suffer fractures, are almost always euthanised.

The horses that do survive are often discarded when no longer deemed profitable, many ending up at the slaughterhouse.

New South Wales has already banned jumps racing. Show your support for New Zealand doing the same by pledging to boycott jumps racing.



# Eating with Kindness

Life on modern farms is a nightmare for millions of animals. Most suffer in extreme confinement on factory farms until the day they are killed. Some will also endure their tails, teeth and beaks being cut without pain relief. Those 'lucky' enough to live in non-intensive farms will still meet the same fate at the slaughterhouse.

However - New Zealanders are changing. People are recognising that simple choices make a big difference and are putting their values into action. Eating meat-free is the perfect way of standing up for fairness, kindness and compassion every single day. It's time we felt good about who we are, how we live and what we eat.

And here's the best part: it's easy, affordable and delicious. Next month, we are launching a free '100% Vegetarian Starter Guide', complete with brand-new website and meat-free challenge to help compassionate New Zealanders on the way to a lifestyle that's kind to animals and themselves.

Visit [safe.org.nz](http://safe.org.nz) after World Vegetarian Day on 1st October to download your free guide and sign up for the six-week challenge. Alternatively, you can request your free print copy of the guide by writing to: SAFE, PO BOX 6442, Wellington, 6141.





## Beach Clean-up!

As part of Christchurch's annual KidsFest, SAFE organised a beach clean-up to help animals that live in and around the water.

35 kids and their parents descended on New Brighton beach on a crisp winter's morning to learn about the threat different types of rubbish can pose to wildlife, such as the dangers created by balloons and plastic bags which are often eaten by whales who mistake them for jellyfish.

Everyone did a great job picking up litter from the beach and we collected over fifteen bags of rubbish – someone even found a tricycle!

SAFE Youth is a group for young animal lovers aged 8-14. Visit [safe.org.nz/safe-youth](http://safe.org.nz/safe-youth) or contact [alex@safe.org.nz](mailto:alex@safe.org.nz) to learn more!

**JOIN  
THE  
TEAM**



## SAFEshopper at Large

As part of SAFE's Cruelty-Free Week in August, volunteers around the country set up stalls and asked members of the public to take part in the SAFEshopper game. People were invited to guess which of the products on display were not tested on animals. Some got it right, but many got it wrong, proving that it's not actually that easy to tell without the use of the SAFEshopper App.

Your free SAFEshopper app can be downloaded from the App Store (iPhone) or Google Play (Android).

**FREE  
APP!**

# On behalf of all animals in New Zealand: **Thank you!**

Your support is vital to all the successes achieved for animals so far, and for all the ones we know are to come.

Whether it is through sending e-mails, writing letters, signing petitions, collecting funds, lobbying MPs, donating to a campaign or adopting a veg diet, change only happens because of caring, compassionate New Zealanders like you. Thank you!

## Pass it on!

Help spread the message about issues affecting animals by sharing this booklet with friends and family.

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