



# We're driving

positive

change for

a better world

# for animals

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Mark Rocket SAFE CHAIR

(on behalf of the SAFE Board)

#### "An ethical Aotearoa New Zealand that ensures the rights of animals."

I am proud to introduce SAFE's updated vision statement. Much of SAFE's activity is ambitious and so is our vision. As we have repeatedly shown, we've never shied away from ambitious or seemingly impossible goals.

Together we banned party pill testing on animals, we banned sow crates, and we banned battery cages for layer hens. You stood by us in sadness and horror when we exposed the truth around the treatment of bobby calves – resulting in a change in legislation around handling and transport. You spoke out to your supermarkets and food retailers and demanded cage-free eggs.

Every year we are getting closer to becoming the kind of New Zealand society we envision – a society where we're making ethical consumer choices and considering the direct impact our actions have on animals. A society where animals are actively treated as sentient beings, not simply recognised as economic productivity statistics.

Momentum is building from a movement of caring Kiwis as we work toward SAFE's vision becoming a reality. The Eat Kind plant-based lifestyle programme is growing rapidly, and our Animal Squad and curriculum-based textbook series are expanding to include an online resource. SAFE is also collaborating internationally with organisations like the Humane Education Coalition and the Open Wing Alliance to put some global context around the victories for animals we've won in this country.

New Zealanders are pushing back on activities like rodeo, with sponsors withdrawing nationally from events.

Notably, SAFE's exposé on a Northland sharemilker beating his cows went to the heart of how we view ourselves – the 'good Kiwi farmer' stereotype was shattered as it emerged that MPI had yet again failed in their duty to animals. The public was overwhelmingly outraged with the Labour Party's failure to honour all of their pre-election promises for animals. And, together we called for an independent regulatory and enforcement agency.

While it seems that we have a huge task ahead of us – and we do – the growing support from New Zealanders and the victories we've achieved gives us a committed resolve. Our vision "an ethical Aotearoa New Zealand that ensures the rights of animals" is a future reality that we can keep striving for together, step by step.

"A society where animals are actively treated as sentient beings, not simply recognised as economic productivity statistics."





Debra Ashton SAFE CEO

# As I reflect on another year of campaigns for animals, what stands out is that *so many* people are now demanding change for animals.

We are truly at a turning point in history where people are making kinder and more conscious choices and are demanding change when it comes to the way we treat farmed animals.

Be it the petition of 112,000 people that led us to challenge the Government in court over farrowing crates, or the continued consumer pressure on food retailers to use only cage-free eggs, the message is clear – Kiwis want more transparency and better treatment of animals from those in positions of power.

Chickens are sensitive, intelligent animals that can live for eight years or more. Yet all over New Zealand they are crammed into sheds of 40,000 birds, unlikely to ever see outside and one in three will suffer painful lameness. They will live a short, miserable life before they are killed at the tender age of six weeks. They are just babies.

Selectively bred for maximum productivity, the chickens bred for the meat on our supermarket shelves are grotesquely overgrown. Thousands will die of heart failure and disease in the filthy confines

of protein are astronomical. It is going to take exposing the reality of chicken farming, a groundswell of kindness and understanding, and a vision for a better New Zealand for all animals to make a difference for chickens bred for meat.

Similarly, the cage-free egg movement goes from strength to strength, with millions of birds no longer being kept in tiny cages as caring Kiwis demand that our food wholesalers and retailers become accountable and publish a cage-free policy. This kind of support for animals, in the form of a letter, a social media action, or perhaps a phone call or face to face meeting can have a huge impact for literally millions of animals.

The scale of suffering faced by farmed animals in New Zealand is immense – but we have a chance to make positive change on an immense scale too, if we stand strong together and demand accountability.

In engaging with SAFE campaigns, together we can reduce suffering for millions of animals. Every action has the potential to change tens of millions of lives – we know you share our vision and look forward to takingon a new year of challenges with you.

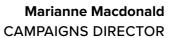
"Kiwis want more transparency and better treatment of animals from those in positions of power."

This year we started the groundwork on what will be our next long-running campaign, to lift the lid on the industry that breeds chickens for meat and show the reality – suffering and cruelty on an enormous scale. Chicken meat is the most popular meat in New Zealand, with more than 120 million chickens killed per year.

of the shed before they even make it to the slaughterhouse.

We are under no illusion of the scale of this campaign – most
New Zealanders purchase chicken meat in supermarkets, restaurants, fast food outlets or cafés without a second thought. The marketing budgets that go into selling chicken meat as a healthy and cheap source







### It has been another successful year in making New Zealand a SAFEer place for animals.

SAFE campaigns are all about driving positive change for the largest number of animals being exploited in New Zealand. This year the focus continued to be on the more than one hundred million animals who are farmed for their meat, eggs and milk.

These animals are forced into lives of living hell. We need urgent, systemic change to move away from treating living, breathing individuals as mere production units.

With your help, we've continued to work with the business community, encouraging them to move away from the cruellest animal products. Together we are creating more and more positive change and are becoming a country where it's easier for all caring Kiwis to make cruelty-free choices. Many food retailers, wholesalers, accommodation chains and manufacturers have already committed to making cage-free commitments that will result in millions of hens no longer having to suffer trapped in cages.

We know that every one of the tens of millions of farmed animals is a sentient being who can experience a range of emotions – no different from the animal companions that so many New Zealanders share their homes with. From a hen barely able to spread her wings in a metal

cage, to a newborn calf shivering in cold winter mud – we will not stop until they can live a life free from suffering.

I'm particularly pleased that we've started to shine the spotlight on the appalling cruelty inherent in the chicken meat industry. Chickens bred for meat endure possibly the worst life of any farmed animal due to being forced to grow so explosively fast that their bodies just can't keep up. Chicken as a food is so commonplace that most don't give it a second thought – but people have been shocked by what they've seen in our exposé behind the concrete walls of chicken sheds.

Animal cruelty can only continue when it is hidden away. In the last twelve months, we've released distressing footage of the appalling treatment of pigs in factory farms, cows being bashed on a dairy farm, the conditions on New Zealand's largest feedlot and the tragedy of sheep dying on live export ships. Exposing cruelty to animals that is deliberately hidden from the public continues to be one of the most powerful ways we can generate change for animals.

Together we have taken action for animals in many different ways. We've flooded decision-makers with emails, we've rallied outside Parliament, we've met with Members of Parliament and industry bodies, we've made submissions on new laws and spoken at select committee. Our campaigners have collaborated with dozens of other groups, both here and overseas, to achieve wins for animals.

"Chickens bred for meat endure possibly the worst life of any farmed animal."

We will continue to hold our decisionmakers to account. We had great hopes for this Government who pledged to make sweeping changes for animals – disappointingly, we are yet to see any meaningful results. Our voices are stronger together and with your help we will keep reminding our elected representatives that they must keep the promises they made for animals.

As another financial year ends, we reflect on the many wins we have achieved for animals – you, our supporters, are at the heart of driving positive change for animals in New Zealand and we look forward to even more victories for animals as we continue to work together.

#### CHICKENS BRED FOR MEAT CAMPAIGN

## **Exposing cruelty and suffering**



Chickens bred for meat have some of the worst lives of any farmed animals, and they make up eight out of every ten land animals killed for food in New Zealand.

A staple item on the dinner tables for the majority of New Zealanders, most people have little idea of the horrific suffering or disease that chickens bred for meat endure.

This year, SAFE has been shining a light into the darkness of the poultry shed and is beginning one of our most ambitious campaigns yet – to educate Kiwis about the reality of the brief lives of chickens bred for meat, and how a few simple swaps on the menu can alleviate the suffering of literally millions of animals.

These suffering chickens are bred to grow explosively fast in order to have the shortest possible turnaround time from hatch to slaughter, maximising profits for the cruel chicken industry. This explosive growth causes them to become so large so quickly that many suffer heart failure and are too top-heavy and weak to move around. This means even in a 'free range' farm the chickens can barely move, and often simply cannot get outside.

Earlier this year we exposed the shocking cruelty on a typical 'meat' chicken farm in New Zealand.
The hard-hitting photos and video showed diseased and dying chickens stuck on their backs, unable to stand or walk and some

suffering open wounds caused by being stationary in urine-soaked litter. Even more shocking was that these horrific photos were from a 'free range' farm.

The New Zealand media were as horrified as the public was by this exposé and the story was shared widely as industry scrambled to justify these conditions.

SAFE has also been able to share the story of two chickens rescued from this same farm, near death. While Bumble only had a few months freedom before she died, Womble now lives happily on a sanctuary in the Auckland region and her adventures on Instagram have given a window into what the life of a chicken can be if these sensitive, intelligent birds are not cruelly exploited and killed.

Changing the public's perception of chickens and helping animalloving Kiwis understand that chicken meat is easily left off the menu will be no small feat – but we simply cannot stand by as more than a hundred million animals suffer needlessly every year. Thank you for joining us as we embark upon this challenging journey.



## More victories for hens as Kiwis choose cruelty-free future

#### 2018/2019 has been another year of monumental wins for hens.

With the last of New Zealand's leading supermarkets pledging to go cage-free in early 2018, SAFE set its sights on securing cage-free commitments from the country's major foodservice groups. We were delighted to receive cage-free policies from Bidfood NZ, the largest foodservice group in New Zealand, and its closest competitor, Service Foods.

Combined, these foodservice groups supply eggs to thousands of businesses across New Zealand. As a result, once each company's cage-free policy comes into effect, all restaurants, cafés and food manufacture businesses they supply whole eggs to will consequently become cage-free too.

These monumental wins were achievable because businesses around New Zealand know that Kiwis care about hens and are against the cruel practice of caging hens.

Other honorable cage-free mentions from this year include all Robert Harris and Starbucks cafés, manufacture brands Leader, Best Foods, Cookie Time, and Delmaine Fine Foods and hotel brands The Rees, Cordis, Brook Serene hotels, Marriott, Best Western and Hilton Hotel Group.

# Open Wing Alliance partnership continues to help SAFE focus on hens

SAFE is also honoured to be in partnership with the international coalition the *Open Wing Alliance*. Thanks to their generosity and support SAFE was able to focus on the cage-free hen campaign in New Zealand for another year.

Initiated by the United States' The Humane League, the *Open Wing Alliance* brings together member organisations from around the world to create a unified front in the shared campaign to free hens used for eggs from cages.

Thanks to an international grant, SAFE staff members were able to attend the *Open Wing Alliance*'s global summit in Poland. On behalf of caring Kiwis, we joined 46 organisations from 44 countries at the three-and-a-half-day conference to learn and collaborate on the shared focus of eliminating cruel cage eggs. We learned about the ground breaking work organisations are doing around the world, participated in workshops, attended seminars and formed invaluable relationships with other organisations.

We are at a pivotal moment in history. All of the New Zealand's leading egg distributors are listening to your calls for change and they are responding positively with cage-free commitments. With the demand for cruel cage-eggs now declining at a rapid rate, a very clear message is being sent to the egg industry — the time for change is now.

We owe it to caged hens everywhere to ensure a future where all hens are free from cages. It is your voice and 'voting with your dollar' that will help us end the cage-age!



**ANTI-RODEO CAMPAIGN** 

## The tide turns on cruel 'sport'

This rodeo season we saw increased public opposition to these cruel events and even more businesses withdrawing their sponsorship.

Envirowaste, Mobil, Mitre 10, Paper Plus, Aon Insurance, Unichem Pharmacy and Airpark

Canterbury all made the animal-friendly decision to quit their support of rodeo events. Unichem had been a rodeo sponsor for many years but recognised that rodeo was no longer something Kiwis were prepared to tolerate. It was thanks to countless SAFE supporters who raised their voices that Unichem finally withdrew their support.

An end to rodeo cruelty was also demanded by veterinarians, animal welfare authorities, and law experts, 24 of whom signed an open letter published in the New Zealand Herald. This letter was in support of SAFE's calls that the Labour-led Government uphold its pre-election promise and ban the cruellest activities in rodeo. The letter demanded that Government ban the use of flank straps, use of calves under 12 months of age, use of electric prods, and rope burning at rodeo events. The signatories on the letter represented some of New Zealand's leading voices in the fields of animal welfare and law, including representatives from well-respected animal protection organisations. It's clear that the experts agree with the majority of Kiwis – rodeo is inherently cruel.

The rodeo season concluded with a protest at the National Rodeo Final in North Canterbury, where 100 protestors representing SAFE and ten other animal protection groups were present. Sadly, yet another horse was killed at this event, a heartbreaking end to another season of bullying and abusing animals. With another rodeo season approaching, public pressure continues to grow, and the rodeo industry is facing significant backlash. The days of this cruel 'sport' are limited in New Zealand.

DAIRY CAMPAIGN

# Shocking cruelty exposes failures of MPI

In June 2018, SAFE exposed heartbreaking cruelty to dairy cows in Northland. Dairy farmer Mike Luke was the subject of numerous complaints to the Ministry for Primary Industries (MPI) who visited his farm more than once – and concluded no animal welfare laws were being broken.

Yet shocking footage, obtained by Farmwatch, shows Mike Luke violently beating and screaming at the terrified cows he is supposed to be caring for.

After SAFE released this footage to the media there was an overwhelming and understandable public outcry. SAFE and Farmwatch called for greater accountability and enforcement of animal welfare law, calling on the Government to create an independent Ministry for Animal Welfare and for mandatory CCTV in all dairy sheds and slaughterhouses.

This is no small ask and it is something we have continued to demand repeatedly in our statements to media throughout the year.

The dairy farmer at the centre of this case was eventually prosecuted. He has pleaded 'not guilty' and his case will be heard in court in late 2019.

In the meantime, the systemic issues that exist as a result of MPI having responsibility for both protecting the wellbeing of animals and the promotion of the animal agriculture sector continue.

The horrific circumstances of the dairy cow exposé is a perfect example of why we will continue to call for an independent Ministry for Animal Welfare. We can only speculate what other animal rights violations are being committed under MPI's watch. As it is fundamentally a tax-payer funded agency who won't – or can't – put animals first.





history

for animals



SAFE AMBASSADOR

#### This year we launched our most ambitious campaign yet - taking the New Zealand Government to court for violating the Animal Welfare Act 1999.

This was not a decision we made lightly. It is one that we have been forced to make after years and years of inaction and a Government that failed to follow due process.

In March 2018, we handed in to Parliament a petition signed by more than 112,000 people calling for a ban on cruel farrowing crates. These barbaric crates confine mother pigs for weeks at a time. The crates are so narrow that these sensitive animals can't turn around or properly care for their piglets. The Animal Welfare Act states

After handing in the petition in March, we waited more than six months before we had the opportunity to present in person to the Primary Production Select Committee. However, before we could present our case to the Select Committee, the Government went ahead and updated the Codes of Welfare without following a proper consultation process – farmers were still permitted to use farrowing crates for weeks at a time with no end in sight. Right now, 14,000 mother pigs in New Zealand are suffering in these cages.

"This historic legal challenge is the first time in New Zealand's history that anyone has taken the Government to court on behalf of animals."

that animals must be kept in a way that allows them to express their natural behaviours and so it is clear to us - and to all the caring people who signed the petition - that these crates are a clear violation of the Act.

We promised we would not let these sensitive, intelligent animals down and we meant it. We got in touch with our friends at the New Zealand Animal Law Association (NZALA) and they felt as strongly as we did - that the use of farrowing crates is a clear violation of the Animal Welfare Act and that

updating the Codes of Welfare without consultation was wrong.

So in February 2019 we did what we needed to do to - in partnership with NZALA we launched legal proceedings against the Minister of Agriculture, Damien O'Connor, the National Animal Welfare Advisory Committee (NAWAC), and the Attorney-General for allowing the continued use of farrowing crates in violation of the Animal Welfare Act.

As I write this, we are in the process of building our case for our court date next year. This historic legal challenge is the first time in New Zealand's history that anyone has taken the Government to court on behalf of animals for violations of the Animal Welfare Act. We know that so many caring New Zealanders stand with us and will not tolerate cruelty toward vulnerable mother pigs.

Our case will be heard in the High Court in Wellington on the 8th and 9th of June 2020. SAFE and NZALA will stand before a judge and demand that the Government ban the use of farrowing crates, and we know you will stand with us in this historic challenge.

Let's make history for animals!



# Wherever animals need to be given a voice, you'll find an army of SAFE's dedicated volunteers.

Be it petitions, emails to change-makers, street actions, sharing the Eat Kind programme or special film and action events, SAFE volunteers are in the community advocating for those who can't speak for themselves.

When we look back on the hard-won victories for animals over the past year, it is clear that none of these could have been possible without our dedicated team of passionate volunteers.

SAFE volunteers have championed animal rights at large-scale public events including the *Go Green Expo* (Auckland, Wellington and Christchurch), *The Vegan Expo* (Christchurch, Kapiti and Whangarei) and *The Women's Lifestyle Expo*, (Christchurch and Wellington). These committed animal lovers have also been busy at smaller community events and markets, as well as University actions and street petition signings.

SAFE's Farm360 virtual reality headsets have been appearing at events and actions across the country giving people a chance to step inside the horrific world that factory farmed animals face every day in New Zealand.

This year, we've also extended our reach into the community and hosted events for those who want a bit more insight into a kinder life. These events include Dairy Freedom evenings, where we have shown how easy it is to transition from dairy to plant-based

Every action, whether big or small is helping to drive change for a better future for all animals in New Zealand.

alternatives, movie screenings of 'The Last Pig' and 'The Big Fat Lie', vegan cheese making demonstrations and our Kind Christmas event - a wonderful way to mark the end of the year and our achievements for animals.

SAFE volunteers have been the presence – and the noise – at the forefront of numerous protests, rallies and marches, including the School Strike for Climate marches, the 2018 Animal Rights March in Auckland, rallies on the steps of Parliament and numerous rodeo protests throughout the country.

Every action, whether big or small is helping to drive change for a better future for all animals in New Zealand.

Whether you're 18 or 80, we'd love to welcome you to our diverse team of passionate volunteers. Please contact Paris on safe@safe.org.nz for more information.







Nichola Kriek
HEAD OF EDUCATION

### The past year has been an exciting period of development for SAFE's Education team.

Following the positive evaluation of the *Animals & Us* textbook series we have thrown ourselves into the design, research and development of our ground-breaking digital education programme. We engaged with teachers across the country about the types of digital classroom resources they use and put this real-world advice into practice with a pilot e-learning programme. We've also created an interactive digital platform where students and teachers will be able to access and share the popular Animals & Us textbook lessons and materials. This exciting move into the digital

conference in Berlin. This event brings together organisations who share a vision to reduce the production of animal products internationally by 50% by the year 2040.

The key highlight of this event was gaining valuable insight into the positive outcomes already seen in other countries where there is a considered approach to system change. This systemic approach to advocacy, alongside our existing success with individual change programmes, is something we will be working into our future strategy for animals.

"This turning point in attitudes and values will be carried into the future by the next generation, and it is our responsibility to give them the tools they need."

space means that the *Animals & Us* mission to teach children compassion for all animals can reach the next generation of animal lovers.

The last year was also a year of connection and collaboration.

Generous support from the business community meant we were able to attend the *ProVeg 50by40* 

SAFE's Education team also continued to collaborate with organisations on the international stage. These opportunities to share SAFE's vision for Kiwi youth included presenting conference sessions in Sydney alongside Professor Annie Potts of the New Zealand Centre for Human Animal Studies (NZCHAS) in Sydney, and online

at the Humane Education Coalition's first global virtual conference.

We are seeing a global shift in the way we view our environment, including the animals we share the planet with. People are rapidly becoming aware that we need to take much greater care of our natural resources and that animals can no longer be treated as possessions or production units.

This turning point in attitudes and values will be carried into the future by the next generation, and it is our responsibility to give them the tools they need to kindly and compassionately reshape how we live. SAFE's supporters have laid the foundation for this in Aotearoa by ensuring the *Animals & Us* text series is widely available to students – and now, more accessible than ever before with the introduction of the digital platform and textbook database.

Without those of you walking beside us who believe so wholeheartedly in the future of Kiwi kids, the national and international impact of the Education team would not have been possible. We can't wait for you to join us as we go from strength to strength in the coming year – let's change the future for animals together!

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# **Animal Squad gives Kiwi kids tools for action**

SAFE Animal Squad continues to nurture and engage with New Zealand's youngest animal lovers, forming the cornerstone of SAFE's long-term goals for a kinder more compassionate future.

At the time of writing, we are excited to be finalising a special project for Animal Squad kids – the very first Animal Squad Action Kit.

The Action Kit is an online space that has been designed to motivate young animal lovers to take action for their furry, feathered, or scaly friends! Animal Squad kids will be able to find new ideas on how they can share their love for animals with the wider community and other animal-loving kids across New Zealand. The Action Kit will also give kids simple, and effective and age-appropriate ideas for how to help animals – from easy animal-friendly recipes to actions they can do to create positive change.

Animal Squad also got Canterbury kids together at the annual beach clean-up at KidsFest in Christchurch. Together, 25 kind kids braved the cold to help clean up a busy, litterfilled part of New Brighton beach. New Zealand's future relies on the next generation being aware of the problems facing our animals and environment. One of the most common items removed at the beach clean-up was single use plastic - children learned that not only is this incredibly dangerous for inhabitants of the ocean, but most of it will take at least 600 years to breakdown.

2018 has been our biggest year yet, with membership numbers reaching over 600. More than 2,100 schools and over 300 teachers are using our newsletters in their libraries and classrooms. That's a lot of caring educators and children! One amazing member, Holly (aged 13) joined us at Parliament to rally for a ban on farrowing crates.

"I'm not going to sugar-coat it. I'm mad as heck, and you should be too. Because if we come together, we can stop this, and if all us animal lovers join up, we will."

Thank you to Holly and all our wonderful Animal Squad kids who have taken a stand for animals and joined us on a journey of learning and discovery this year. If you know a young animal lover who would be interested in joining Animal Squad, get them to head to www.safeanimalsquad.org.nz to sign up. They will receive our regular newsletters and it's completely free.



### The future is plant-based!

As the number of Kiwis making kinder food choices continues to rise, SAFE's plant-based lifestyle programme Eat Kind has grown exponentially.

Meat Free May kicked off with a focus on holistic health and fitness, with gyms in New Zealand's main centres distributing plant-based resources and supplement samples for athletes and clients wanting to improve their wellbeing.

World Vegetarian Month also saw unprecedented demand from local communities for resources on plant-based living. More than 120 public libraries across the country ordered our Eat Kind 100% Plant-Based Starter Guides and other resources including plant-based nutrition and baking handouts. This successful community-level engagement meant that more than 1,000 Kiwis took the pledge to leave animals off their plate this year!

Eat Kind celebrated World Vegan
Day by thanking four eateries across
the country for their outstanding
vegan cuisine with an Eat Kind
Award. The 2018 Eat Kind Awards
were presented to Wellington's
Sweet Release, Auckland-based
Kaiaroha & The Butcher's Son, as
well as the Christchurch favourite,
Portershed. It was fantastic to be
able to commend these Kiwi
businesses in our communities who
are dedicated to sharing plantbased kai with the nation.

Throughout the year, Eat Kind worked to support, encourage and inspire communities throughout New Zealand with the positive impact of compassionate food choices. Eat Kind presented talks at Canterbury University, New Zealand Management Academy's Christchurch Campus, Christchurch's Rudolph Steiner School, as well as Christchurch's Go Green and the Kapiti Vegan Expos.

This Christmas the Eat Kind team made celebrating compassionately the most delectable option of all! By buddying up with some of New Zealand's finest foodies, Eat Kind shared an array of mouth-watering vegan recipes on their Kind Christmas web page to inspire new, tasty traditions for kind Christmas celebrations. Recognising that more Kiwis are choosing to fill their

Christmas tables with plant foods, Radio New Zealand invited Eat Kind's Programme Officer, Krysta Neve to share her favourite plantbased Christmas recipes.



Financial summary



#### **SAFE FINANCIAL SUMMARY** for the year ended 31 March 2019

#### Income

	3,028,192
Other income	6,301
Interest	200,048
Grants	42,085
Gifts in Wills	1,299,935
Donations	1,479,823

### Expenditure

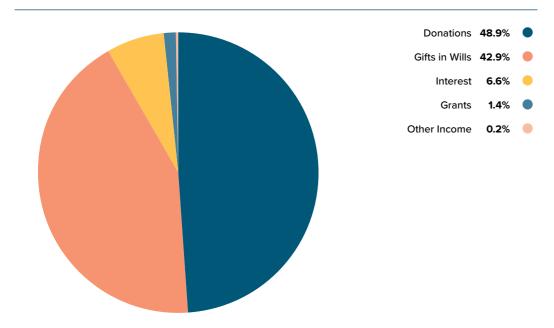
	1,646,341
Depreciation	19,135
Governance	51,745
Supporter Engagement	119,631
Volunteer Outreach	190,462
Animal Education Programmes	524,655
Animal Cruelty Campaigns	740,713

#### NOTES

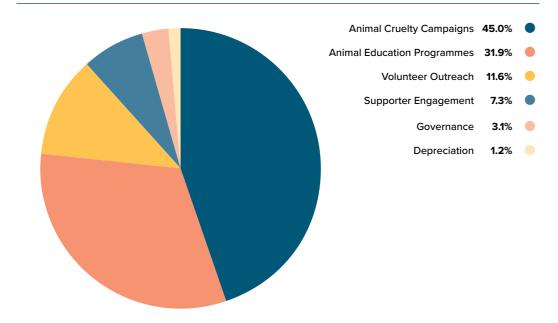
Support overhead costs e.g. administration & fundraising have been allocated out to our core services to show the true cost of providing those services.

SAFE's full financial statements have been audited by Baker Tilly Staples Rodway Audit Ltd and are available for viewing on the Charities Services website.

#### Income



### Expenditure





safe.org.nz