




**For Animals**  
Nga Kararehe Haumaru

# Supporter Update

AUTUMN 2021



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Working together to ensure the rights of animals

# Here with us, not for us

We're lucky to share this planet with so many wonderful animals. Lately, we've been shedding a light on chickens and their untold story – including a special rescue chicken named Pou. Pou was rescued after falling (or jumping!) from a slaughterhouse truck and is now living her best life with a loving family. Her story is one of hope, and we want to see a world where all chickens are given the care and freedom that they deserve.

As summer has come to a close, another rodeo season has ended in Aotearoa. Thanks to the help of caring Kiwis like you, we spent the season speaking out for animals suffering at rodeo events throughout the country. Every season, our voices become louder and clearer – rodeo has no place here, and we won't stop fighting until it's given the boot!

We have plenty of updates for you this autumn, on everything from SAFE's campaign to help greyhounds, to our ongoing efforts to bring an end to live export, and much more.

Here's to creating a kinder world together, where animals are here with us, not for us.



**Debra Ashton**  
Chief Executive Officer

## Join Heart for Animals

Heart for Animals is SAFE's treasured community of monthly donors who help advocate for animals year-round.

Make a monthly gift today and you'll help create a safer, kinder Aotearoa for all who call it home. Join online at:  
**[safe.org.nz/donate-now/donate/](https://safe.org.nz/donate-now/donate/) or call 03 379 9711**

For any questions about the Heart for Animals programme please contact Carlene at **[carlene@safe.org.nz](mailto:carlene@safe.org.nz)** or **03 741 9564**.



Hi!  
My name is  
**Pou**

"Pou is short for Pounamu, because she is a treasure to her family. She is a cheeky chicken with a big personality. At almost three years old, she spends her days roaming the garden, dust bathing and nibbling on fruit (her favourite food is raspberries!). At night she sleeps in a small tent, nestled into a fluffy blanket – a far cry from the filthy shed she endured as a chick."

# Meet CHICKENS!

Shedding a light on the lives  
of chickens bred for meat.



This March, SAFE launched its new Meet Chickens campaign.

As the most intensively farmed animals in Aotearoa, we think it's high time Kiwis got to know these beautiful birds for the intelligent and unique creatures they are. You may remember seeing the story of Pounamu, a brave chicken who fell (or jumped!) from a truck on the way to the slaughterhouse. Pou is one of the lucky ones and is now living her best life with a family who loves her.

This campaign will raise awareness about the appalling conditions over 120 million chickens bred for meat are subjected to right here in New Zealand. These birds deserve a life worth living. This is why SAFE is holding the Government and the National Animal Welfare Advisory Committee to account for allowing these birds to be farmed in conditions that are at odds with the Animal Welfare Act 1999.

Chickens are sensitive and smart animals with their own unique personalities. Like all animals, chickens deserve kindness, happiness and freedom. We hope you will share this campaign with your whanau and friends as we uncover what the poultry industry has been hiding from caring Kiwis for too long. Together, we will create change for chickens in New Zealand. ■

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Chickens are sensitive and  
smart animals with their own  
unique personalities.

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To stay up to date with our campaign,  
visit [website at safe.org.nz](https://www.safe.org.nz)





## *It's time to* **BUCK RODEO OUT OF AOTEAROA**

The rodeo season has come to an end.

The summer holiday period following Christmas Day is the busiest time for rodeo organisers as this season a rodeo was held almost every day somewhere in the country. SAFE organised a protest at the Canterbury rodeo just north of Christchurch – a protest where SAFE has had boots on the ground for the past three years. We peacefully stood up for the animals whose voices could not be heard. Our presence wasn't welcomed by the rodeo's security team, but that didn't stop us from standing up for the animals.

We've since learnt that over the last four months about 30 injuries and one death has occurred at rodeo events. Some of those injuries would have been extremely painful. With our allies at Anti Rodeo Action, who uncovered the truth about these injuries, we took this intel to the media to further demonstrate that action on rodeo is long overdue.

The Labour Party promised to ban some


of the cruelest aspects of rodeo before their historic win in the 2017 election. That promise remains unfulfilled. Our petition, which reflects the promise the Labour Party made, is growing in support. We will continue to pressure the Government to end the abuse of animals in rodeo events. ■

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Help take action against rodeo at  
[safe.org.nz/take-action/rodeo-cruelty/#RodeoPetition](https://safe.org.nz/take-action/rodeo-cruelty/#RodeoPetition)

A photograph of two greyhounds running on a sandy beach. The dog in the foreground is a dark greyhound, possibly a black or dark grey, running towards the left with its mouth open in a joyful expression. It is wearing a patterned collar with a yellow tag. The second dog, a lighter greyhound, is partially visible on the right side of the frame, also running and looking towards the first dog. The background shows a blurred ocean and sky.

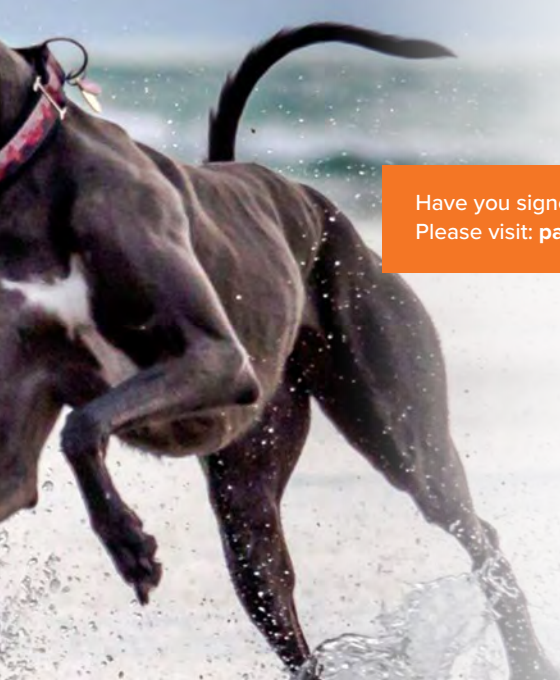
Vinnie enjoying a day at the beach.

# Love Greyhounds

## — *Don't gamble with their lives*

**Vinnie was just three years old when he was adopted.** He is an ex-racing greyhound who was no longer deemed profitable by the industry. He has stress microfractures in his bones from the strain that racing put on his slender body. He is full of love and affection like any other dog, and he brings plenty of joy to his human family. If it weren't for his lucky adoption, Vinnie would have been one of the hundreds of dogs that are killed every year in the greyhound racing industry.

Vinnie has been given another chance at life — a life full of love and care, like every dog deserves. But Vinnie is one of the lucky ones. Every year, hundreds of dogs don't make it out of the greyhound racing industry alive.



Have you signed the petition yet?

Please visit: [parliament.nz/en/petitions/sign/PET\\_101334](https://parliament.nz/en/petitions/sign/PET_101334)

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In 2020 alone, 160 dogs  
were killed when they could  
no longer be used for racing.

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Together with our friends  
at the Greyhound Protection  
League of New Zealand  
(GPLNZ) and Grey2K USA  
Worldwide, SAFE is calling  
for a complete ban on  
greyhound racing and for  
all racing dogs to be  
rehabilitated and rehomed.

Greyhounds used for racing are at high  
risk of being injured or killed on the track.  
Large numbers of healthy dogs are also  
being killed simply because they do not  
run fast enough, and therefore do not  
provide a financial return. In 2020 alone,  
160 dogs were killed when they could  
no longer be used for racing. A further  
34 were euthanised at the track due to

racing injuries – and those were just  
the deaths reported by the industry.  
We have discovered that Greyhound  
Racing New Zealand had left another  
47 dogs out of their annual report who  
had also been killed.

New Zealand is a country of animal  
lovers, yet we are one of only seven  
countries in the world that still has a  
commercial greyhound racing industry.  
Greyhound racing kills a dog almost  
every day for gambling profits.

Dogs like Vinnie can't speak out for  
themselves – but we can all work towards  
an end to commercial greyhound racing  
in New Zealand by signing the online  
petition. Keep your eyes peeled for  
upcoming actions! ■

greyhounds



# LIVE

# EXPORT

## A sinking ship

Together with our supporters, SAFE has continued to campaign for a permanent ban on the cruel live export trade.

The live export review, announced by Agriculture Minister Hon Damien O'Connor in June 2019, is finally before Cabinet. We are now waiting on a decision to ensure that no more animals are sent to suffer in countries with lower animal welfare standards than our own.

In the meantime, we are continuing to monitor live export ships entering New Zealand and are working closely with local activists to share information and support their protests and other local actions.

SAFE has continued to provide media commentary, undertake media interviews and maintain an active social media presence on live export issues. Most recently, SAFE shared the devastating

news of two live export ships stranded at sea for over two months. With thousands of cows onboard these ships likely to be killed after weeks of suffering, SAFE highlighted the risks of the live export trade for animals and questioned the contingency plans New Zealand has in place if our animals are unexpectedly stranded at sea.

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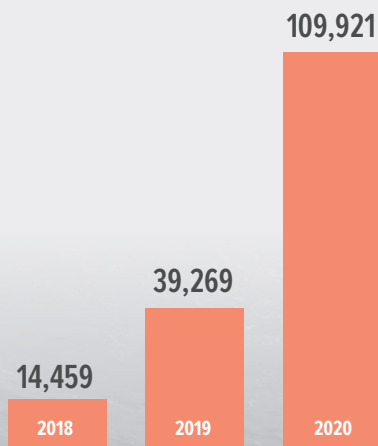


“Here in Hawke’s Bay, our animals are supported by a small but passionate group of people. When we protest together, the passion we share is obvious. The Hawke’s Bay community supports us – we know this by the toots and thumbs-ups from the folk who drive by. Every toot urges us to keep fighting for the cows who can’t fight themselves. We also work behind the scenes plotting and planning ways to convince our council and port to end live export. It will be a happy day when it stops!” — Carole Pettersson, Napier

Current supporter actions include emails to the Prime Minister, Hawke’s Bay Regional Council, Timaru District Council and Taranaki Regional Council. In the coming months, we will continue to work with activists to support local actions.

SAFE remains thankful to all our supporters – especially our fabulous activists in Napier, Taranaki and Timaru – for their tireless efforts in keeping the pressure on central and local government and reminding our elected representatives that caring New Zealanders want to see live export banned. ■

### The number of cows exported from New Zealand, 2018–2020

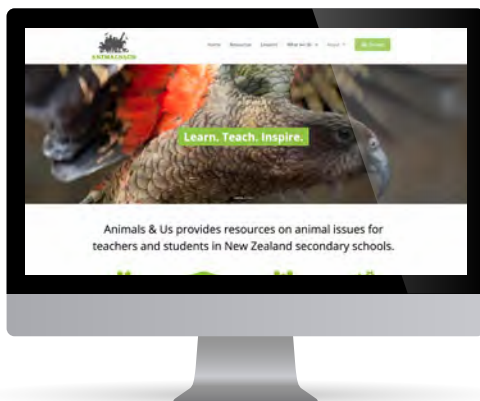


To stay on board with our live export campaign, visit: [safe.org.nz/our-work/animals-in-need/live-export-trade/](https://safe.org.nz/our-work/animals-in-need/live-export-trade/)



# ANIMALS & US

## update



In February, we launched our marketing campaign with the Education Gazette. This campaign announced the new Animals & Us digital resources to teachers, showed off the SAFE Animal Squad and revived interest in the Animals & Us textbooks. Since this launch we have been working to fill the orders from many new teachers looking for copies of Animal Bites newsletters and textbooks for their classrooms.

In other news, Brian Hainsworth has moved into the Head of Education and Youth Engagement role to help support SAFE youth members. This will let us put more of a focus on youth issues, education and growing our audience of young activists at SAFE.

Visit us at:  
[AnimalsAndUs.org.nz](https://AnimalsAndUs.org.nz)

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Each resource includes a series of readings, videos, activities and NCEA Achievement Standard assessments.

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### Animals & Us textbooks

Our original set of Animals & Us print textbooks are still available free to teachers across New Zealand. These interdisciplinary textbooks cover a range of issues, including animals in entertainment, animal experimentation, animal rights, and factory farming.

Order your free set of textbooks online at:  
[www.animalsandus.org.nz/order-textbooks/](https://www.animalsandus.org.nz/order-textbooks/)



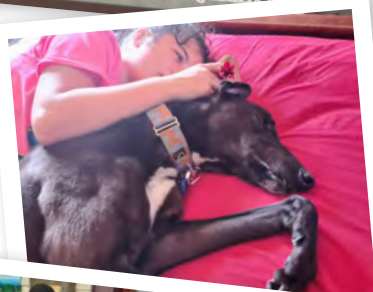


## ANIMAL SQUAD *update*

The Animal Squad has been excited to release a special edition Animal Bites newsletter all about greyhounds. We asked for kids to take action to help their canine friends – and we were not disappointed. Caring kids from all over Aotearoa took time out of their summer holidays to chalk their driveways, write letters to Prime Minister Rt Hon Jacinda Ardern and make posters to hang in their windows. A big thank you to everyone who took part.

We are looking forward to a busy year packed full of activities for our tamariki to enjoy and participate in. If you know someone aged 14 or under who loves animals, sign them up today. All you need to do is head to our website where you can also find all our previous newsletters, as well as fun activities to help animals.

Check out our website today for all the tools you need to help help animals.  
[safeanimalsquad.org.nz](https://safeanimalsquad.org.nz).





# Recipe Sunfed 'chicken' satay bowl

## INGREDIENTS

- 2 packs Sunfed Chicken Free Chicken
- 1 cup cherry tomatoes (quartered)
- Pinch of salt

### Satay sauce

- ½ cup soy sauce
- ½ cup rice wine vinegar
- 2 tbsp maple syrup
- 1 cup peanut butter

### To serve (ingredients per bowl)

- 1 cup quinoa (cooked)
- 1 cup rocket or lettuce
- ¼ cup edamame beans (cooked)
- Radish and cucumber slices

## METHOD

- Heat an oiled pan and add the sunfed chicken chunks. Fry 2–3 minutes each side. Add a little salt and once each side is browned, remove from heat.
- Whisk together satay sauce ingredients, before assembling each bowl with quinoa, rocket or lettuce, edamame beans, Sunfed and slices of radish and cucumber.
- Spoon over the satay sauce and enjoy.

Serves four.





EAT  
KIND

## EAT KIND *update*



### Eating with kindness in 2021

In true Kiwi style, we decided to celebrate Veganuary in February this year! We may have been a little late to the party, but that didn't stop 1,000 people from taking The Plant-Based Challenge. We're truly excited to think of those 1,000 people discovering delicious new recipes, trying new plant-powered products and embarking on a journey of kindness that begins on your plate and hopefully, continues forever. What a great way to start the year!

We'd like to thank our friends at Angel Food, Sunfed, Food Nation and The Vegan Store for generously donating prizes for our Veganuary giveaways.

If you missed Veganuary, why not go plant-based for April or meat-free for May? There is never a bad time to start eating kind. Whenever you're ready to give plant-based eating a go, we'll be here, ready and waiting to help you every step of the way.

Sign up  
to **Eat Kind** and  
get your free  
starter guide

To take the challenge visit:  
[safe.org.nz/take-action/eat-kind-challenge](https://safe.org.nz/take-action/eat-kind-challenge)

VEGANUARY 





## *SAFE at Auckland's* **BIG GAY OUT**

An annual highlight on the SAFE events calendar is Auckland's Big Gay Out.

This year's event on Valentine's Day boasted stunning weather and record-breaking crowds. As usual, the support from the rainbow community was heart-warming. Animal lovers were shocked to learn about New Zealand's dog racing industry and over 400 signatures were collected for the petition to ban greyhound racing in New Zealand.

The SAFE stall doubled up as the doggy hydration station, which attracted many hot and thirsty dogs, seeking a shady place to rest, and we were reminded of the many racing greyhounds that are forced to run in the intense heat.

We were delighted when Green MP and Animal Welfare Spokesperson Chlöe Swarbrick stopped by the stall to say hi and to offer some kind words of support for our work on exposing the greyhound racing industry.

Thank you to the wonderful volunteers who worked tirelessly to collect signatures, and who made the day such fun. ■



# MAKING HEADLINES

We ended 2020 with the tremendous news that the Government would phase out the use of farrowing crates and mating stalls on pork farms by 2025.

Newshub's Zac Fleming broke the news in December, which followed SAFE and the New Zealand Animal Law Association's successful court case over the use of farrowing crates. SAFE and NZALA took the opportunity to send a clear signal to the Prime Minister – by taking out a full-page ad in the New Zealand Herald, calling on Rt Hon Jacinda Ardern to establish a Commissioner for Animals.

Viewers of 1 News learned in January that the greyhound racing industry had misrepresented the number of dog deaths that occurred in their industry. Kristin Hall at TVNZ broke the news that 47 sudden deaths of dogs had occurred but were not reported in the industry's annual report. SAFE and the Greyhound Protection League made inquiries with Greyhound Racing New Zealand to reveal this disturbing figure, something we'll continue to do while we campaign to end greyhound racing.

Most recently, the Rural News reporter at Radio New Zealand, Maja Burry, reported in early March that the Government was close to making its final decision on the future of live export. Radio New Zealand found that the Ministry for Primary Industries had finished their long-awaited review of the live export trade

and their advice was now with Cabinet. With a decision expected within the next month, now is a crucial time for everyone opposed to the trade to pressure the Prime Minister and her Cabinet ministers to do the right thing and ban live export.



Animal Matters is now accessible through all the top podcasting platforms including Spotify and Apple podcasts. To subscribe, head to [safe.org.nz/animalmatters](https://safe.org.nz/animalmatters)

## Recent Podcasts

- Winter grazing deferment a win for agriculture lobbyists
- Kōrero with **Geoff Regier**, former undercover investigator for Mercy for Animals
- A Cabinet full of decisions
- Kōrero with Angel Food's **Alice Shopland**
- Biscuit tins, and what they have to do with greyhounds
- What came first, the chicken or the egg?



**For Animals**  
Ngā Kararehe Haumaru

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

“The question is not,  
*Can they reason?*  
nor, *Can they talk?*  
but, *Can they suffer?*”

Jeremy Bentham



Thank you  
for your support  
and helping us make  
a kinder world  
for animals.



Facebook | Twitter | Pinterest | Instagram: **SAFEnewzealand**

YouTube: **SAFEAnimalAdvocacy**

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