

We are the voice for the voiceless

In a time when news headlines are filled with uncertainty, it's important we take time to reflect on the positive impact for animals our community of animal lovers have achieved together over the summer months.

I'm so grateful to have you on our team as we campaign for better rights for animals. Your generous support of SAFE has allowed us to continue to be a voice for the voiceless, and a loud voice at that!

Our call for a Commissioner for Animals at Christmas time highlighted the gaps in the current system that allow industries responsible for the care of animals to operate without oversight. Through your generous support, SAFE can hold these industries accountable.



Debra Ashton

Debra Ashton
CEO



Barb and Minnie.

We are done with dairy

To safeguard our animals, our environment and our future we must transition away from industrial dairy farming.

In 2016 we saw our historic campaign image of the calf in a glass make international news. This year, we are calling on the government to create a clear plan of action to support Kiwi farmers out of industrial dairy farming. A plan toward farming systems that better align with our values as an ethical, sustainable and forward-thinking nation.

Your generosity has allowed us to show Kiwis the connection between the dairy products on supermarket shelves and the harsh reality of life for mother cows and their babies. We have created an easy-to-use Dairy-Free Challenge which has been taken by over 1,000 New Zealanders who are ready to be Done with Dairy.

Your support will also allow us to lift the lid on the cruel secret the dairy industry doesn't want you to know about later this year. Stay tuned for these important conversations! ■

Call on our government to step up:
safe.org.nz/take-action/industrial-dairying/



Stand up for cows!

Happy April Fools!



On April 1st SAFE launched the innovative new product made by humans, for humans – Human Milk!

This successful stunt spread our message that milk from cows is not normal, natural or necessary to over 133,700 people on social media.



Next month SAFE will be affecting meaningful change for animals used in rodeo.

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

Join the conversation

Discuss the animal stories most important to you on our social media channels.



Facebook | Instagram | Twitter: @SAFEnewzealand
YouTube: SAFEAnimalAdvocacy

Want to receive supporter and campaign updates?

Sign up on our website at safe.org.nz/
Or email safe@safe.org.nz
Or write to us at PO Box 5750, Victoria St West, Auckland, 1142

Cover image:
Holstein Friesian cow.



Supporter Update

Ngahuru (Autumn) 2022



We are
Done
with
Dairy

SAFE continues to be watchdog for animal industries

Your Heart For Animals fuels SAFE's rapid response

Working together to ensure the rights of animals

Your Heart For Animals fuels SAFE's rapid response

SAFE has been working with volunteer animal rights activists to expose three companies that have been selling live pigs.

INVESTIGATIVE REPORTER "There are recordings of your staff suggesting it's okay to stun a 20-25 kg pig with a hammer"

BUSINESS OWNER "Well, that's what normal people do"

INVESTIGATIVE REPORTER "Yeah, but that's against the law,"

BUSINESS OWNER "Yeah, we understand that"

The companies have been advising customers that they can use a household hammer to knock out the animals before killing them. Undercover phone recordings revealed all three companies suggest methods that are clearly in breach of the law.

We know this story is horrifying, but it shows the important role we play in calling out animal cruelty that otherwise goes unchecked.

To bring this story to light we worked extensively with volunteer animal activists to ensure this story was told in a way that would

While you don't always see the work that goes on behind the scenes, it's SAFE's courageous Heart For Animals community that enables us to react year-round and in real-time to animal cruelty.

hold those responsible to account and make sure animals do not continue to suffer.

For rapid response cases such as this we must work quickly to: develop the case, thoroughly fact-check it, determine how to approach the media for the most impact, and hold our regulatory bodies accountable. ■

SAFE has filed complaints with MPI (currently under investigation) and the Associate Minister of Agriculture (Animal Welfare) Meka Whaitiri.

Show your Heart For Animals



SAFE's monthly donor programme is for people who are lovingly committed to animals. **People like you.**

Your monthly support allows us to respond at a moment's notice when a disaster strikes or animal cruelty is exposed.

It also allows us to work on long-term campaigns that push for major, systemic changes that can improve the lives of millions of animals, now and into the future.

Start giving monthly today and join a community dedicated to standing up for animals year-round. **Your kindness makes a difference.**



For more information

Phone us on **03 379 9711**

or email Carlene at carlene@safe.org.nz

Join online at safe.org.nz/donate-now/donate/ by selecting 'Monthly Gift'

SAFE partner with Education Perfect

We are excited to announce our partnership with Education Perfect, a teaching and learning platform available to over 96% of secondary schools nationwide. With over 1.2 million users

in Education Perfect we are excited to be able to reach this new audience of secondary students with resources about animals and their rights.



A big thank you to all who entered the 'Fishes Feel' colouring competition!

We had sooo many colourful and creative entries, it was very hard to pick the winners! Congratulations to Coco (Auckland) Finnian (Napier) and Jade (Waikato).

Animal Matters.

On the podcast

Recent podcasts

- ▶ **Ep. 58:** Live pig delivery market exposed
- ▶ **Ep. 57:** Kōrero with Christine Dorchak, GREY2K USA Worldwide
- ▶ **Ep. 56:** Kōrero with Daisy Lab's Irina Miller

Animal Matters is SAFE's podcast about all things animal rights and the issues impacting animals in Aotearoa. Will Appelbe discusses the latest current affairs for animals in Aotearoa, the decisions of policymakers and government and the complexities that surround the exploitation of animals.

Animal Matters is now accessible through all the top podcasting platforms including Spotify and Apple podcasts.

To subscribe, head to:
safe.org.nz/animalmatters



Thanks to your support to free hens from cages:

- SAFE's petition calling on the Minister of Agriculture to ban the caging of all hens in Aotearoa has reached nearly **16,000 signatures**.
- **Over 4,000 caring people** have emailed the Government directly demanding a ban.
- Our open letter to the Minister of Agriculture published in the Dominion Post was signed by over **250 New Zealand Veterinary professionals**.
- Aotearoa's leading egg purchasers such as Bidfood New Zealand and Service Foods, as well as supermarkets such as Countdown, remain committed and on track to meet their cage-free egg policy deadlines.



Greyhound racing On notice

Since Racing Minister Grant Robertson put the industry formally on notice last September, we have been keeping the spotlight on the greyhound racing industry by:

- Highlighting broken bones, injuries and deaths suffered by greyhounds forced to race each month.
- Over 5000 people have written to the Racing Minister in support of a ban, making it clear that we won't stand for this treatment of dogs.
- SAFE are providing a written submission on the Greyhound Protection League of New Zealand's (GPLNZ) petition to ban greyhound racing. We are urging the Petition's Committee to allow SAFE to present this submission orally as well.



LIVE EXPORT We are watching

Since the announcement of a ban on live export by sea by 30 April 2023, the Government's promise of a 'wind-down' period has been anything but.

Instead, the number of exported cows hit an all-time high at 134,722 for 2021, compared to 109,921 in 2020 and 39,269 in 2019.

In December, SAFE CEO Debra Ashton presented an oral submission to the Primary Production Select Committee in Parliament on the Animal Welfare Amendment Bill. She emphasised why an immediate ban on the live export of animals by sea is an urgent, necessary step for New Zealand and for animals. Debra called on the committee to consider the implications of allowing a slow phase-out to continue and emphasised the associated animal welfare issues both at sea and at the country of destination. She said that continuing this cruel trade was also bad for New Zealand's reputation. ■



Above: Locals continue to peacefully protest every shipment. They will not stop fighting until the last ship has sailed and neither will we.

**END
LIVE
EXPORT**