

ENDING THE SUFFERING OF FARMED ANIMALS

APRIL 2025 — MARCH 2026

Kia mutu ai te whakataumaha i ngā kararehe pāmu



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CHANGE FOR ANIMALS DOESN'T HAPPEN OVERNIGHT.

Before I switched to mountain biking, I used to love running long distances on wilderness trails - long, slow runs. I got there, but it wasn't fast, despite my best efforts. Likewise, creating change for animals is a marathon, not a sprint. Over the last year we've been reminded of some of the hardest parts about campaigning for animals, right alongside some big wins.

Greyhound racing no longer happens in New Zealand and the ban on live export has been protected. As I write this today, it gives me great hope that soon the main issues we focus on at Animals Aotearoa will become just a blight in NZ's history.

Marianne Macdonald
Executive Director

This year, I witnessed our team refuse to accept the status quo of animal suffering. Our campaigns got stronger and more creative. When Nando's NZ refused to meet with us, we spent the day outside their office doing our usual work, waiting them out until they had to accept our invitation - which eventually they did.

I was heartened by a global conference of chicken advocates, where I returned freshly motivated and inspired to take on the industries that profit from animal suffering.

This annual report brings together highlights from the year, and also reflects on some of the challenges our team faced. It is perhaps said too often, but these are unprecedented times. There are many obstacles in the way of helping animals live better lives. I would like this annual report to serve as a reminder to us, though, that animals need us now and our campaigning is going from strength to strength.



CAMPAIGN UPDATES



A MESSAGE FROM OUR CAMPAIGNS DIRECTOR

THE PEOPLE OF AOTEAROA CARE DEEPLY ABOUT ANIMALS,

and yet, many factory farms continue to exist. Millions of chickens bred for meat are farmed in horrific conditions every year. Hens are still kept in colony cages. Millions upon millions of salmon are trapped in underwater cages, and now researchers are looking for a way to farm octopuses.

History favours the status quo. These industries benefit from operating mostly in secret, behind closed doors and million-dollar marketing budgets. As a small team, our power comes from you, our messengers, and knowing we are on the right side of the issues.

By working together to expose the reality of the suffering of farmed animals in Aotearoa, and demanding better with tangible improvements, we are building a future without the suffering of farmed animals.

Clare Shufflebotham
Campaign Director

CAMPAIGN UPDATES

OCTOPUSES

In our previous annual report we mentioned the very start of our campaign to stop octopus farming. After learning that Government money had gone to Auckland University to fund research, we quickly mobilised our network of animal groups across the country and our network of incredible supporters. In May we published an Open Letter with 169 organisations in support, in the New Zealand Herald, and launched a digital action on our website to contact the fund managers.

Between the in-person delivery of that letter and almost 3,000 letters sent by our supporters, **we were pleased this Government fund gave NO further funds to octopus farming research.** We were also told no one had ever challenged a grant of this nature on animal welfare grounds before, validating how important it is that watchdogs like us at Animals Aotearoa and other animal advocacy organisations keep a close eye on where taxpayer money goes.

But stopping one grant was not enough. With researchers continuing the research and development of octopus factory farming feasibility, we expanded the campaign, launching a second email action calling on the Government to ban octopus farming outright. We also began building a national petition. It launched on 4 April, World Aquatic Animal Day, and to date has gathered 15,000 signatures.

While octopuses are our focus of our aquatic animal work for now, we made sure to voice our opposition to Government plans to weaken the environmental resource consent process for aquaculture more broadly.

3,000 letters sent

TO THE GOVERNMENT TO OPPOSE OCTOPUS FARMING FUNDING



CAMPAIGN UPDATES

CHICKENS BRED FOR MEAT

Our Nando's campaign is now in its third year, and we have been tenacious.

This year we had some of our most outrageous actions yet. First, we continued our tried and tested campaign action with big protests outside their Christchurch and Wellington stores. When Nando's still refused to meet with us, we then went to their headquarters in Melbourne to deliver our message in person. We installed an outdoor office on their curb and sent a message straight inside, waiting them out until communication was inescapable.

Heartless Nando's stickers continued to show up across the motu. In March we had a long-overdue meeting that Nando's has been trying hard to avoid. Nando's UK has reneged on its commitment to improve chicken welfare by banning the use of abnormally fast-growing chickens. Nando's ANZ seems to think it can do the same - continuing to ignore the suffering inherent in chickens' DNA and instead just make small improvements to their living environments. They were thinking we'd go away. You know we won't; the campaign continues!

Another big part of our campaign was sharing Barnaby's story. Barnaby was rescued from the shed of a SPCA Certified free-range farm in NZ. His story is the exact reason for our focus on chicken breeds. Despite being rescued, despite his shed being labelled free-range, Barnaby could barely walk. At only five weeks old, his body was too big, his legs underdeveloped. With the dedicated help of a vet, Barnaby built some strength, but the consequences of his unhealthy genetics continue to be seen to this day.



CREDIT - MATT COFFEY



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CAMPAIGN UPDATES



CAGE-FREE

This year we worked with the Open Wing Alliance to launch a global investigation into the conditions and reality of caged hens across the world, including right here in New Zealand. While battery cages are indeed gone, hundreds of thousands of hens are still sadly confined in a different cage - the colony cage. The cruelty is not over; the cages have just been rebranded.

Our focus has remained clearly on the most successful path for helping hens in history, getting global companies to make a commitment to **ONLY** sourcing cage-free eggs, then campaigning until they see it through. This year we were part of global campaigns against the broken promises of Best Western Hotels, Rewe Group, Radisson Hotels and Unilever.

Every commitment secured means millions of hens who will feel the sun and stretch their wings.



KEEPING CRUELTY OUT AT THE BORDER

For years, New Zealand has celebrated our wins against battery cages for hens and sow stalls for mother pigs. While we still have a lot of work to do here, we also need to make sure the laws we have fought for aren't quietly undermined by imported animal products from animals farmed in ways that are illegal in NZ.

That is why we launched our Be More Kiwi, Less Ostrich campaign, calling on Prime Minister Christopher Luxon to get his head out of the sand and demand that imported animal products meet NZ's animal welfare laws. Over 1200 of you sent letters to Luxon and other party leaders as part of this campaign – thank you!



MAKING HEADLINES FOR ANIMALS



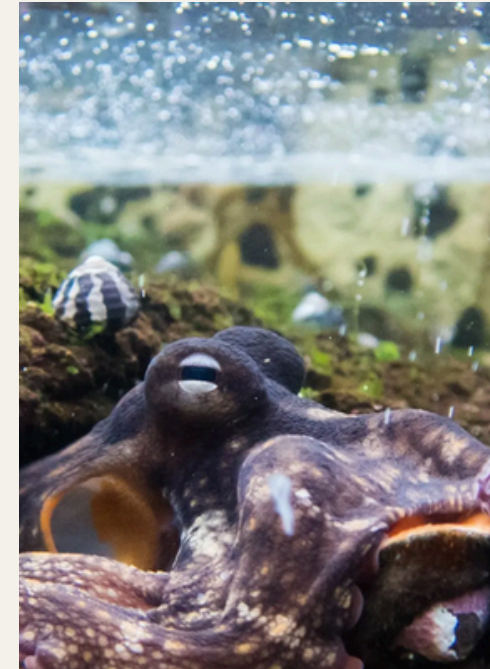
RNZ JUNE • 2025

Animal rights advocates renew calls to end colony-cage egg farms

The Open Wing Alliance, launched an international campaign about conditions in caged egg production farms which they said were harmful for chicken's welfare and created conditions that increased the risk of disease like avian influenza.

"New Zealanders are under the impression we don't have caged eggs and that's been deliberately cultivated," Jennifer Dutton, Animals Aotearoa.

"We still very much have the colony cage. Sometimes called the enriched cage." Dutton said she wanted an end to colony cages in New Zealand too.



RNZ MAY • 2025

'An atrocious idea': Outcry over taxpayer-funded octopus farming research

Animal advocates are calling for a halt to future government funding of octopus aquaculture research.



THE POST MAY • 2025

NZ news Animal care Trailer unit crash strewn crates of hens over the road shines a light on grim state of chickens

Jennifer Dutton



THE FISH SITE MAY • 2025

NZ government urged to pull octopus farm funding

Animal rights groups are urging the government of New Zealand not to put any more funding into a research programme that's investigating the feasibility of farming octopuses.

CORPORATE WORK ASKS FOR PATIENCE,

and this year tested ours.

Overseas, we were frustrated to see some brands walk back their Better Chicken Commitment, a hard reminder that progress is never guaranteed and may not be permanent. It would be easy to read that as defeat. We read it as proof that this work matters, because the moment we stop pushing is the moment companies stop moving.

So we kept pushing. We secured a meeting with Nando's to press the case for real change to the chicken breeds they use. And because our largest producers rely on genetics from across the Tasman, we kept working alongside Better Chicken Australia, knowing that better breeds there mean better lives here.

We also put serious work into a Whitepaper making the evidence-based case for better chicken welfare in Aotearoa, a resource to back up our demands for food businesses to sign the Better Chicken Commitment.

Change in this space is slow, and then it is sudden. We won't sit quietly while brands profit from pain and suffering, so watch this space as some of the companies we've been engaging with are handed over to our campaigns team.

— **Jennifer Dutton**
Corporate Engagement Specialist

— **Molly Tamulevich**
Corporate Engagement Specialist



WORKING TOGETHER TO END ANIMAL SUFFERING

Ending the suffering of farmed animals is far too big a mission for any one organisation. Much of what we achieved this year, we achieved shoulder to shoulder with others.



LIVE EXPORT STAYS BANNED

After sustained pressure across the movement, the push to bring back live export by sea was defeated, and the ban stands. We were proud to stand with End Live Export NZ, HUHA, SAFE, SPCA, VAWA and World Animal Protection to protect this hard-won win for animals.



CREDIT - SAFE

COMMISSIONER FOR ANIMALS

This year the petition calling for an independent Commissioner to monitor and enforce animal welfare law was delivered to Parliament, carrying over **30,000 signatures**. We were glad to back SAFE's Commissioner for Animals Alliance in the call for oversight animals can rely on.



END CRUEL IMPORTS

We joined Animal Policy International as they handed in over **10,000 signatures** to ban cruel imports.



CREDIT - EMILY TEAGUE

End.It

As the New Zealand partner for the End It global campaign against factory farming, we saw **1,000,000 signatures** handed into the United Nations to ban factory farming.

...CONTINUED

Submissions, petitions, rallies and strategy. The work we did alongside allies across the motu and beyond.



AAA
AQUATIC ANIMAL ALLIANCE

AQUATIC ANIMAL ALLIANCE

As members of the Aquatic Animal Alliance, we helped get our octopus campaign off the ground and lent our name to work protecting aquatic animals worldwide. Their submissions and welfare recommendations continue to push standards forward for the animals so often left out of the conversation.



FARROWING CRATES

We joined SPCA, SAFE, HUHA, the New Zealand Animal Law Association and other animal advocacy organisations in submitting against the horrifying last-minute law change to keep farrowing crates legal. We added our name to a published Open Letter and joined the snap rally organised at Parliament.



ANIMAL RIGHTS GATHERING

We joined advocates from across the motu at the Animal Rights Gathering, sharing strategy and strengthening the relationships this movement runs on. Time together like this is what keeps us all going.



SUPPORTING GLOBAL ISSUES

Over the past year, **we've joined 28 international submissions and open letters** alongside global allies, amplifying the call to end animal suffering worldwide.

A LETTER FROM OUR BOARD

ANIMALS NEED US MOST IN THE HARD YEARS, AND THIS WAS ONE OF THEM.

We watched as the Better Chicken Commitment was walked back by food brands in the UK, felt the weight of bird flu, and campaigned through a cost of living crisis that made every ask harder. Our team did not look away.

Our thanks go to Marianne, Mona, Clare, Jennifer, Molly, Bridie and Belinda, whose resilience carried us through. And to every supporter who stood firm when it would have been easier not to. You are the reason the animals still have advocates who refuse to give up. You're the reason 2026 is turning into a huge year, so make sure you're following us on social media to get real-time updates on this hard mahi.

— The Animals Aotearoa Board

FINANCIAL UPDATE

We are grateful to have primarily relied on grants again this year. We were especially pleased to receive further support from Coefficient Giving (previously Open Philanthropy) and the Centre for Effective Altruism, covering our work for the next two years. That stability lets us plan ahead and keep our focus where it belongs, on the animals.

INCOME	
Good Ventures Foundation/Open Philanthropy Grant	\$304,951.00
Animal Charity Evaluators Grant	\$27,452.00
Strategic Animal Funding Circle Grant	\$26,082.00
World Animal Protection	\$10,000.00
Travel Grants	\$8,655.00
Donations	\$10,193.00
Merchandise Sales	\$954.00
Interest received	\$7,011.00
Other income	\$1,320.00
TOTAL INCOME	\$396,618.00

Values are presented in New Zealand dollars (NZ\$) and are rounded to the nearest dollar.
View our full financial statements on the [Charities Services Website](#).

SPENDING	
Accountancy fees	\$779.00
Campaign expenses	\$20,272.00
Conference expenses	\$4,642.00
Consultants	\$2,529.00
Contractors	\$205,301.00
Grants given	\$8,000.00
Merchandise purchases	\$1,933.00
Other expenses	\$799.00
Photography, video & design	\$2,776.00
Printing & stationery	\$296.00
Processing fees	\$301.00
Staff training	\$1,022.00
Subscriptions	\$2,180.00
Travelling expenses	\$4,338.00
Travelling expenses, overseas	\$8,581.00
TOTAL SPENT	\$263,749.00

ACKNOWLEDGEMENTS

Throughout this report, we've already mentioned, with gratitude, our amazing supporters and donors. But we've compiled all our thank you's here on one page, as we wanted to again express our gratitude for everyone who has made our work possible.

- Our fantastic board members, **Avril, Hannah** and **Roz**, for their governance and guidance.
- **Zdeňka** for ongoing technical support with our website.
- **Amy, James** and **Ruby** of Campaigns Lab for graphic design and campaign advice.
- The whole team at The Australian Alliance for Animals, especially **Bidda, April** and **Nadia**.
- **The Aquatic Animal Alliance** for helping us get the octopus campaign off the ground.
- Our **donors**, who believe in our work and contribute financially.
- Our **volunteers**, who go above and beyond to help us with our campaigns.
- **Jinki Cambroner**, for photographing the beautiful rescue chickens for social media and our website.
- **Co-efficient Giving** (previously Open Philanthropy) for their grant of \$305,000
- **Animal Charity Evaluators** for their grant of \$27,000
- **Strategic Animal Funding Circle** for their grant of \$26,000
- **World Animal Protection** for their financial support of \$10,000
- Our chicken ambassadors, **Pou, Beluga** and **Barnaby**, and the rescue hens at the sanctuary.

PEOPLE POWER



ENDING THE SUFFERING OF FARMED ANIMALS

Kia mutu ai te whakataumaha i ngā kararehe pāmu

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