

SOCIAL STUDIES | UNIT OF STUDY 1

* Year 13 * NCEA AS91600 * Level 3.5 * Credits 4 * Duration 2 Weeks

- THIS UNIT**
- Supports internal assessment for Achievement Standard 91600
 - Examines a campaign of social action(s) to influence policy change(s)

Taking a Stand Against Factory Farming

How people power has made a difference for factory farmed animals



TEACHER GUIDELINES

The following guidelines are supplied to enable teachers to carry out valid and consistent assessment using this internal assessment resource.

Teachers need to be very familiar with the outcome being assessed by Achievement Standard Social Studies 91600. The achievement criteria and the explanatory notes contain information, definitions and requirements that are crucial when interpreting the standard and assessing students against it.

BACKGROUND

On 3 December 2015 the use of dry sow stalls to house pregnant pigs was banned in New Zealand, after a five-year phase-out.

The campaign to ban sow stalls took many years to achieve a result. Animal advocates and other concerned individuals worked tirelessly to free the pigs from this cruel farming system.

The use of sow stalls has been reduced to the first four weeks of pregnancy in the European Union and banned in the United Kingdom, Sweden and some parts of the United States and Australia.

The success of this social action campaign relied on a series of key elements:

- A clear end goal
- Extensive knowledge of the issue
- Continual efforts to raise public awareness
- Strategic direct action
- Investigation and exposure of the conditions of the pigs on farms
- Comprehensive education materials
- A clear call for action from the public
- Resourceful use of the media
- Passionate and sincere 'champions'
- Well-organised and effective promotion and advertising
- Cooperation between organisations and supportive community and political groups
- Sustained fundraising efforts.

CONTEXT/SETTING

This activity requires students to write a report to describe a campaign of social action(s) undertaken by New Zealand animal advocacy organisations.

The campaign students will focus on for this assessment is **the opposition to the use of the dry sow stall on factory farms**.

Students will also explain how animal advocacy groups managed to influence changes to New Zealand’s animal welfare legislation.

Before beginning this activity, provide opportunities for the students to explore:

- animal advocacy groups in New Zealand
- factory farming practices
- a range of social action components: media (media releases, interviews, blogs), promotion (advertising, billboards, posters, bumper stickers, social media, etc), exposure (gathering of evidence, investigation, undercover footage), education (stalls, leaflets, public talks, website), call for action (petitions, pledges, online polls, submissions), direct action (protests, vigils, street theatre), mobilisation (enlisting supporters)
- how campaigns against factory farming have achieved legislative change, societal change and changes for animals
- how animal advocacy campaigns relate to the Social Studies concepts (e.g. values, perspectives, rights, responsibilities and identity).



CONDITIONS

It is suggested that students have two weeks of class time to complete this assessment.

RESOURCE REQUIREMENTS

Internet access.

ACHIEVEMENT CRITERIA

Achievement	Achievement with Merit	Achievement with Excellence
Examine a campaign of social action(s) to influence policy change(s).	Examine, in depth , a campaign of social action(s) to influence policy change(s).	Examine, comprehensively , a campaign of social action(s) to influence policy change(s).

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INTRODUCTION

Industrialised agriculture emerged after World War II. A number of circumstances converged: mechanisation, the use of assembly lines, and the desire for cheap meat and eggs. Animals were taken out of the paddocks and crammed together in cages and crates in dark sheds. Automated systems for feeding, lighting and egg collecting were introduced and the animals essentially became 'cogs' in the machine.

As the animals on factory farms are hidden away in inconspicuous sheds on remote farms, the public remains blissfully unaware of the conditions in which they are kept. In a further alignment of circumstances, the age of technology, media saturation and determined animal activists with digital cameras have exposed the cruel conditions on factory farms.

Animal advocacy groups are now actively campaigning to reveal this carefully guarded industry and help the animals on factory farms.

This assessment activity requires you to write a report examining a campaign of social action(s) undertaken by New Zealand animal advocacy organisations in response to factory farming practices.

You will also explain how these organisations have managed to influence changes to New Zealand's animal welfare legislation.

You will be given two weeks of class time to complete this assessment. During this time you will be required to research your topic and present your findings as a written report.

You will be assessed on the depth and comprehensiveness of your examination of the selected campaign.

TEACHER NOTE

You can adjust the time frame of this task to meet the needs of your students.



TASK

Write a report examining a campaign against factory farming and how it has influenced change.

You need to apply your understanding of Social Studies concepts (e.g. policy, change, responsibility, rights, perspectives, values) and provide specific evidence in your analysis of the campaign.

Include in your report:

- a description of factory farming from a range of different points of view (animal advocates, industry, consumers, politicians and farmers)
- a description of the animal advocacy groups' plan and aims for the campaign (SAFE and Open Rescue/Farmwatch)
- an explanation of the differing reasons for animal advocacy groups being involved in this campaign
- an explanation for the animal advocacy groups' reasons for selecting the actions within the campaign
- an exploration of the real and potential consequences of the animal advocacy groups' campaign
- a critical evaluation of the effectiveness of the campaign, including possible modifications which could have been made to improve the campaign's influence on policy.

See pages 15-17 for a list of suggested resources to inform your report.

You may use relevant images, statistics, graphs, points of view, quotes or captions to support your ideas in your report. You may use your class notes relating to this topic to assist you.

You may work individually, in pairs or in groups to collect the required information, but your report will be completed individually.

TEACHER NOTE

Although the research component of this task is not assessed, you may encourage the students to hand in their rough notes or to keep a research log and bibliography to ensure the authenticity of their work.

TASK CONTINUED

FOCUS TOPIC FOR FACTORY FARMING REPORT

Love Pigs Not Pork campaign

Legislative change achieved – sow stalls banned at the end of 2015.

In 2007 SAFE decided to embark on a single-issue campaign with the goal to ban the use of sow stalls (crates used to house pregnant female pigs) in New Zealand. Animal rights and welfare groups had been campaigning against the factory farming of pigs in crates for many years prior to the launch of the Love Pigs Not Pork campaign and public awareness was slowly growing. As an animal rights group SAFE tended to campaign on a number of issues without focusing on one in particular.

SAFE took the strategic decision in 2007 to work purposefully towards a sow stall ban. After three years of intensive campaigning, in December 2010 the government announced a ban on the use of sow stalls, effective from December 2015. A five-year phase-out period allowed farmers to prepare for the ban.



With regard to a social action campaign how was this legislative change achieved?

Consider the following questions when preparing your report.

The Issue: Sow Stalls

1. Why were animal advocacy groups concerned about factory pig farming?
2. What was the situation for factory farmed pigs in New Zealand during the time of the Love Pigs campaign?
3. What did the animal advocates want to achieve for pigs?

Collection of Evidence/Exposure

4. How was evidence regarding the inhumane treatment of pigs on factory farms gathered? What risks were involved and were they justified?
5. What kinds of evidence relating to animal cruelty did the animal advocates collect? Which pieces of evidence had the most impact and why?
6. What factors do you think contributed to Mike King's involvement in the exposé of factory pig farming on the *Sunday* show in 2009 having such an impact?

Media

7. How did the animal advocacy groups engage with the media?
8. What was the media's response to the *Sunday* show item in 2009?
9. Do you think the animal advocacy spokesperson(s) had a strategy when interviewed by the media? What was the core message they were trying to communicate?
10. Research the elements of a successful interview. Did the animal advocates succeed in promoting their social action?

Promotion/Advertisements

11. In what ways did the animal advocates promote their social action?
12. Which of the promotion materials do you think were the most effective and engaging, and why (e.g. use of celebrities, strong imagery, identification with one animal)?

TASK CONTINUED

FOCUS TOPIC FOR FACTORY FARMING REPORT CONTINUED

Education

13. What kinds of educational material did the animal advocacy groups produce and why?
14. Who was the main audience (consumers, women, men, school students, elderly people, ethnic groups, those with sympathetic values)? Was any effort made to target the key audience?
15. How was the information packaged in order to quickly engage the audience?

Call For Action

16. In what ways did the animal advocacy groups ask the public to take action?
17. What kind of language and visual strategies did the animal advocates use to attract the public to their cause?
18. How effective do you think the various calls for action implemented by the animal advocates were?

Direct Action (Demonstrations/ Public Protest)

19. What different kinds of direct action did the animal advocates employ?
20. Why do you think the animal advocates chose the types of direct action they carried out?

Mobilisation

21. In what ways did the animal advocates enlist supporters to the campaign?
22. Who were the animal advocates directing their actions towards in order to create change for animals?



RESOURCES

SHORT WRITTEN TEXTS

Media Releases

- p. 139 **SAFE.**
'Mike King latest celebrity kingpin to condemn New Zealand pig cruelty'. May 2009.
Media release announcing the shocking exposé of a NZ factory pig farm by Mike King and the Sunday show. Pigs were found to be living in squalid conditions with open sores and injuries. One pig was dead in her stall.
- p. 140 **SAFE.**
'Welfare laws fail pigs miserably'. July 2009.
Media release criticising the MAF report that cleared the pig farm featured in the Sunday exposé despite public outrage and even Prime Minister John Key declaring that he found the programme "very, very disturbing".
- p. 141 **SAFE.**
'Consumer ad campaign challenges pig industry'. July 2010.
Media release about the launch of SAFE's new 'Don't be fooled' consumer campaign which exposed the '100% New Zealand Welfare Approved Pork' label as a fraud.
- p. 142 **SAFE.**
'Disturbing new pig cruelty footage reveals no change to pig welfare'. April 2010.
Media release following up on the 2009 pig farm exposé. Activists visit Waikato pig farms and reveal appalling conditions and pig suffering on the farms.
- p. 143 **SAFE.**
'Govt fails to ban factory-farmed animals'. November 2010.
Media release condemning the government for deliberately voting against the Animal Welfare (Treatment of Animals) Amendment Bill that would have seen sow crates and battery cages banned within five years.
- p. 144 **SAFE.**
'Sow stall ban first important step'. December 2010.
Media release celebrating the announcement that the NZ Government has banned sow stalls from 2016. SAFE vows to continue campaigning in order to ban farrowing crates as well.

Newspapers/Magazines

- p. 145 **NZPA.**
'Comedian does U-turn on pork'. 17 May 2009.
Comedian Mike King, who used to front the campaign promoting pork products, says the "callous and evil" practice of crate farming pigs should be outlawed immediately.
- p. 146 **NZPA.**
'Key finds pig probe "disturbing"'. 18 May 2009.
Prime Minister John Key says he found television footage of intensive pig farming "very, very disturbing".
- p. 147 **Manawatu Standard.**
'Piggery practice legal but not acceptable'. Editorial. Cummings, Michael. 20 May 2009.



The power of publicity may have just saved tens of thousands of pigs in this country from a tormented life that was only ever made possible by the indifference of the pork industry, and the ignorance of everybody else.

- p. 148 **The Dominion Post.**
'To save your bacon, just add celebrity'. Television. Clifton, Jane. 21 May 2009.



Pigs' champions: Mike King has done an about-turn on his support for the pork industry in New Zealand.

It can be hard to credit the brute power of the television-created celebrity – greater, it turns out, than the power of television itself. As TV3's Campbell Live reminded viewers on Tuesday, the now infamous footage of suffering pigs that TV One's Sunday programme made so much of this week is absolutely nothing new.

- p. 149 **The Press.**
'Let the light shine in'. Mainlander. Matthews, Philip. 23 May 2009.



It's been a fantastic week for animal rights campaigners, who have finally got the public interested in the welfare of farmed pigs.

- p. 151 **The New Zealand Herald.**
'Writing on the wall for sow stalls'. Editorial. 25 May 2009.
The Agriculture Minister, David Carter, wants to issue a new welfare code for pigs by the end of the year. This, indeed, may be necessary to prevent a sizeable drop in the purchase of Christmas hams this December.
- p. 152 **Rodney Times.**
'Pig farming rules a legal cruelty'. Opinion. Booth, Pat. 26 May 2009.
Just about everyone's a loser in the great pork controversy. Particularly the pigs. A few influential humans look and sound unthinking/irresponsible/inhumane in varying degrees.
- p. 153 **The New Zealand Herald.**
'Carter gives industry hurry-up on sow crates'. Politics. 21 July 2009.
Minister says mood of public is for change before 2015 deadline. The pork industry should address consumer concerns about animal welfare and reductions to the length of time sows can be kept in dry stalls need to kick in sooner, Agriculture Minister David Carter says.

NOTE: Page numbers refer to Animals in Factory Farms

RESOURCES CONTINUED

WRITTEN AND VISUAL TEXTS

Advertisements

- p. 186 **SAFE.**
'Your Say Matters!' 2010.
Newspaper advertisement and submission form asking Prime Minister John Key and NAWAC to ban sow stalls and farrowing crates.
- p. 187 **SAFE.**
'Saving Lucy'. October 2008.



Competition designed to promote the 'Saving Lucy' television advertisement.

- p. 188 **SAFE.**
'Finally, this pig has enough room to turn around.' May 2009.
SAFE satirical advertisement featured in the NZ Listener food section showing that the only time a mother pig is able to turn around is when her life is over and she is reduced to a piece of bacon in a frying pan.

Banners

- p. 189 **SAFE.**
'Ban the Sow Crate.' 2006.
Protest banners.

Cartoon

- p. 190 **Manawatu Standard.**
'Sure, it's an inhumane practice, but the farm would be uneconomic without it!'
20 May 2009.
Cartoon published in the wake of the Sunday exposé of inhumane pig farming practices. The pig farm in question was based in the Manawatu district.

Leaflet

- p. 194 **SAFE.**
'For the love of pigs...' 2007.
SAFE campaign leaflet.



Mail-Out/Campaign Report

- p. 195 **SAFE.**
'Meet Lucy - Give Pigs a Chance.' 2010.
Mail-out to SAFE supporters asking them to support the Love Pigs campaign.
- p. 196 **SAFE.**
'Campaign Report 2008.' 2008.
SAFE campaign report showcasing SAFE activities, victories and campaign updates (eight pages).

Merchandise

- p. 197 **SAFE.**



Range of 'Love Pigs' merchandise. 2007.

Pledge

- p. 198 **SAFE.**
'Take the Pledge Against Pig Cruelty.' 2009.



Pledge form designed to enable compassionate customers to give feedback to supermarkets that sold factory farmed pig meat.

Postcards

- p. 199 **SAFE.**
'Lobbying for Lucy.' 2006.
Postcard to Parliament - asking the Minister to uphold the Animal Welfare Act.
- p. 200 **SAFE.**
'Are Your Customers Fed Up With Pig Cruelty?' 2006.
Postcard designed for compassionate customers to give to café managers who sold factory farmed pork, bacon or ham.

Posters

- p. 201 **SAFE.**
'Hi! I'm...' 2008.
SAFE Love Pigs laminated A4 posters to be worn with a pig costume during direct actions (these were worn on buses, during public events or anywhere a volunteer thought they could make an impact).
- p. 202 **SAFE.**
'"Welfare Approved" Pork - Don't be Fooled!' 2010.
Poster alerting the public to the deception involved in the pork industry's 'welfare approved' labelling scheme.
- p. 203 **SAFE.**
'Freedom for Pigs Campaign.' 2008.
SAFE's 'For the love of pigs...' poster series. Four posters named: *For the love of pigs...; No life for any Mum; Sow stall cruelty; and Ways you can help.*

Rescue Pack

- p. 204 **SAFE.**
'"King of Pork" Turns Pig Defender.' Love Pigs Rescue Pack. 2009.
SAFE special campaign rescue pack booklet focusing on the Love Pigs campaign. Featuring Mike King; pig farming Q&A; the true cost of Kiwi pork; and make a difference - take action!

NOTE: Page numbers refer to **Animals in Factory Farms**

RESOURCES CONTINUED

VISUAL AND ORAL TEXTS ON DVD

Current Affairs (Pigs)

- **Sunday, TV1** (17 May 2009)
If Pigs Could Talk (Part 1)
(10 min 59 sec)
If Pigs Could Talk (Part 2)
(7 min 8 sec)
If Pigs Could Talk (Part 3)
(8 min 36 sec)
Mike King – stand-up comic, TV frontman and previously the face of the New Zealand pork industry – accuses the industry he once represented of legalised cruelty to pigs.
- **Close Up, TV1** (18 May 2009)
Pork Industry Plunges into Panic
(9 min 57 sec)
Chris Trengrove (Chairman of the New Zealand Pork Board), Hans Kriek (Campaigns Director of SAFE) and Mike King discuss the horrifying conditions the pigs were farmed in, exposed in the 'If Pigs Could Talk' item that aired on the Sunday show the night before.
- **Breakfast, TV1** (18 May 2009)
Pork Industry Under Fire
(6 min 16 sec)
SAFE campaigns director Hans Kriek and Mike King discuss the shocking footage of pig cruelty screened on the Sunday programme the night before.

Advertisements/Promotions

- **Aired on New Zealand national television 2008–9**
Saving Lucy (30 sec)
SAFE produced this advert to highlight the plight of sows in stalls in New Zealand. The footage was shot on a New Zealand factory farm by animal activists. The extreme close-up of Lucy shows the despair in her eyes, illustrating the fact that animals not only suffer physically in sow stalls but emotionally as well. Soundtrack: 'Where's the door' from the album Cage for a Song by Flip Grater.
- **Aired on New Zealand national television 2009**
Love Pigs supermarket advert with Mike King (45 sec)
In support of the Love Pigs campaign against sow crates, SAFE reproduced and aired this advert on New Zealand television in 2009.



- **SAFE Inc 2015**
Victory! Sow stalls ban (2 min 35 sec)
Sow stalls banned! 3 December 2015 is a date for the history books. Following an exposé in 2009 the public took action and 3 December marked the final day of sow stalls in New Zealand – a cruel crate where mother pigs were confined for months on end, unable to even turn around.

Educational Videos

- **SAFE Inc Love Pigs Campaign 2009**
Factory Farmed Pigs in New Zealand – The Price of Pork
(9 min 46 sec)
Narrated by award-winning actor Robyn Malcolm, the 10-minute documentary-styled presentation makes compelling arguments against factory farming. Robyn takes us through how pregnant sows are cruelly treated inside sow stalls and farrowing crates, and just what happens to the young piglets destined to become pork.
This film was produced in 2008 as part of SAFE's campaign against factory pig farming. In 2010 the New Zealand Government introduced a phase-out of sow stalls after SAFE's campaign attracted widespread public support. Sow stalls could be used for the first four weeks of the sow's pregnancy and were completely banned in December 2015. Sows continue to suffer in farrowing crates, and fattening pigs can still be kept in barren overcrowded pens.

