



3 January 2025

Statement from The New Zealand Merino Company in response to PETA claims

The New Zealand Merino Company (NZMC) has been made aware of confronting and upsetting footage circulated by PETA showing several instances of animal abuse and calling into question the welfare standards of our ZQ Programme.

PETA says it has investigated eleven farms and shearing sheds around New Zealand, allegedly farms that produce ZQ-certified wool. However, only one property name has been disclosed and we can confirm that the property named to the media is not, and never has been, a supplier to NZMC's ZQ Programme.

NZMC does not tolerate breaches of animal welfare and is committed to investigating all allegations alongside the New Zealand Ministry for Primary Industries and our third-party audit body Control Union. Should any ZQ-certified farms be identified we will take all necessary and appropriate action, up to and including expulsion from the programme.

- ENDS -

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