

# ZIWI Sustainability

## Free range meat vs Intensive farming practises

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### Free range meat is generally considered more sustainable than meat from intensive farming for several reasons:

- 1. Animal welfare:** Free range animals are allowed to move around and exhibit natural behaviours, which can result in better overall health and well-being. In contrast, animals in intensive farming systems are often kept in confined spaces with limited movement, which can lead to physical and psychological stress and health issues. For example, free range animals have been shown to have lower levels of stress hormones, such as cortisol, than animals in intensive farming systems. Lower levels of stress hormones can lead to improved immune function and reduced risk of diseases in livestock.
- 2. Environmental impact:** Free range farming systems can be less damaging to the environment than intensive farming because they typically use fewer resources, such as water and energy, and generate less waste. For example, in intensive farming systems, manure can accumulate in large quantities and create pollution problems, while in free range systems, manure can be used as a natural fertilizer for the pasture. The New Zealand farmers also use paddock rotation practices to ensure land regeneration.
- 3. Health:** Free range meat is often considered to be healthier than meat from intensive farming because it tends to have lower levels of antibiotic use, which are commonly used in intensive farming to prevent disease. Free range meat has been shown to have higher levels of nutrients, such as omega 3.

Overall, free range meat is more sustainable because it promotes animal welfare, has a lower environmental impact, and is often considered to be healthier than meat from intensive farming systems.

### Guardianship of the Land:

The Māori people of Aotearoa New Zealand have a deep cultural and spiritual connection to the land, which has helped to promote sustainable agricultural practices. The Māori view the land as a living entity that is intricately connected to their culture, traditions, and identity. This relationship between the Māori people and the land is known as kaitiakitanga, which means guardianship and stewardship.

Kaitiakitanga is a holistic approach to land management that considers the environmental, social, and cultural impacts of agricultural practices. The Māori people believe that the land should be used in a way that is respectful and sustainable, and that future generations have a right to inherit a healthy and productive environment.

This philosophy has influenced the way that the Māori people have traditionally managed their agricultural practices. For example, the Māori have developed a system of rotational farming called māra kai, which involves planting a range of crops in a particular area and then leaving the land fallow for a period of time. This practice helps to maintain soil fertility and prevent soil erosion, while also providing a diverse range of crops for consumption and trade.

In the livestock agriculture industry, the Māori have developed a system of traditional farming called papakāinga, which involves using land in a way that is respectful and sustainable. Papakāinga farming practices are based on the principles of kaitiakitanga and involve using the land in a way that provides for the community's needs without compromising the land's health and productivity. For example, the Māori practice rotational grazing, which involves moving livestock to different paddocks to allow the grass to regenerate and prevent soil erosion.

In the fishing industry, the Māori have developed a system of traditional fishing called customary fishing, which involves using the sea's resources in a way that is respectful and sustainable. Customary fishing practices are based on the principles of kaitiakitanga and involve using the sea's resources in a way that provides for the community's needs without compromising the sea's health and productivity. For example, the Māori practice rāhui, which involves temporarily closing an area to fishing to allow fish stocks to regenerate.

The Māori also practice selective fishing, which involves targeting specific species and sizes of fish to prevent overfishing and maintain healthy fish populations. In addition, the Māori have developed a system of aquaculture called kaimoana farming, which involves farming seafood, such as mussels, in a way that promotes biodiversity and reduces the impact on the environment.

Overall, the Māori view of the land as a living entity has helped to promote sustainable agricultural practices that are respectful, holistic, and considerate of future generations. This philosophy has been passed down through generations and has been integrated into the cultural identity of the Māori people, making them leaders in sustainable agriculture practices.

ZIWI Peak is strongly committed to land stewardship, as evidenced by their exclusive sourcing of meat and fish from farms in Aotearoa New Zealand. The brand values the principles of kaitiakitanga and takes responsibility for caring for the land. By sourcing only from local farms, the brand also demonstrates a dedication to reducing the carbon footprint associated with transporting goods over long distances. ZIWI Peak's commitment to sustainable land use and biodiversity preservation is reflected in their holistic farming practices and focus on land stewardship. Furthermore, the brand places a high priority on the ethical treatment of livestock and fish, ensuring that they are treated humanely and with respect for their welfare. This aligns with ZIWI Peak's mission to promote ethical practices and harm reduction.

ZIWI Peak's commitment to sustainability and ethics serves as a positive example for other companies to follow and can contribute to a broader movement towards more sustainable and ethical practices in the agriculture industry.