



Matt Lauer  
Hunter Valley Station

Dear Mr. Lauer:

We are writing to inform you of a new PETA Asia investigation exposing extreme cruelty to sheep on your New Zealand property, Hunter Valley Station, where workers violently stepped on, dragged, threw, and kicked sheep. Rough handling and callous shearing practices left them with open wounds, and blood on the floor was mopped up with their own wool.

The cruelty findings on your property were the result of a robust investigation into New Zealand's ZQ Merino, a certification program that markets itself as "the world's leading ethical wool brand."

Investigators visited 11 ZQ operations, including Hunter Valley Station, and found shearers kicked, beat, stomped on, and forced sheep down chutes. Workers whipped, tackled, and hit sheep with objects, including a metal-tipped ski pole. Sheep were left with gaping wounds that were stitched up without painkillers. One sheep was even smothered to death after being forced into a severely crowded enclosure. Her wool was still shorn. Dead sheep were observed around the farms.

PETA entities have found widespread abuse on nearly 150 wool operations in seven countries on four continents. The evidence is overwhelming—cruelty is rampant in the wool industry. The farm on your Hunter Valley Station property is one of the offenders.

We hope you will consider this an opportunity to react with honesty, accountability, and a willingness to do the right thing. Please put an end to sheep farming at Hunter Valley Station and get out of the wool business.

Sincerely,

Tracy Reiman  
Executive Vice President

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TREATMENT  
OF ANIMALS

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