

**Horizon Research**

**Farrowing Crate survey results**  
**October 2025**

Prepared for  
**SPCA**



## CONTENTS

<b>Executive Summary.....</b>	<b>2</b>
<b>Report .....</b>	<b>5</b>
<b>Awareness of farrowing crates and pens .....</b>	<b>6</b>
<b>Farrowing crates .....</b>	<b>8</b>
Concerns about the use of farrowing crates .....	8
Use of farrowing crates.....	11
Phasing out farrowing crates .....	13
<b>Nest building .....</b>	<b>15</b>
<b>Temporary farrowing crates and free farrowing pens.....</b>	<b>16</b>
Temporary farrowing crates .....	17
Introduction of temporary farrowing crates .....	19
<b>Free farrowing pens .....</b>	<b>21</b>
Introduction of free farrowing pens .....	23
<b>Regulation changes to continue use of farrowing crates to 2035 .....</b>	<b>25</b>
Agreement with the Government’s changes to allow use of farrowing crates to 2035 .....	27
<b>When should farrowing crates be phased out? .....</b>	<b>29</b>
<b>Support for pig farmers .....</b>	<b>31</b>
<b>How much more are people willing to pay for pork products.....</b>	<b>34</b>
<b>Appendix – Sample .....</b>	<b>35</b>

## Executive Summary

### Overview

This report summarises the results of New Zealanders' views on farrowing crates and the current Government's proposal to transition pig farmers towards the use of "temporary farrowing crates".

Proposed standards would allow confinement of sows in crates for three days before birth (farrowing) and four days afterwards. The crate can then be opened so that the sow can access a slightly larger space.

The survey also sought views on an alternative proposal, using "free farrowing pens". These allow the sow freedom of movement and maternal behaviour. Sows stay in these pens with their piglets until weaning. It contains distinct areas for nesting, dunging, and for the piglets to rest and feed. The nesting area can allow for suitable materials such as straw or loose bedding, enabling the sow to build a nest before farrowing. Piglet creep areas or anti-crush barriers can reduce the risk of piglet mortality while still permitting the sow to turn, walk, and interact with her litter.

These results are from a Horizon Research survey conducted between 10<sup>th</sup> and 16<sup>th</sup> October 2025. The total sample size was 1,044 adults, 18 years of age and over.

Data was weighted on age, gender, personal income, ethnicity, region and Party Vote 2023 to match the New Zealand adult population. The maximum margin of error is  $\pm 3\%$  (at the 95% confidence level).

### Summary

#### Farrowing crates

**88% of respondents have concerns about the use of farrowing crates in pig farming and think they should be phased out.**

The three main concerns were:

- The sow's inability to move freely or turn around – **63%** (equivalent to around 2,424,000 adults).
- The overall quality of life for the sow and piglets – **62%** (2,165,000 adults).
- The impact of confinement on the sow's physical health – **60%** (2,319,000 adults).

There is also concern about the lack of awareness of farrowing crates with **50%** (1,917,000 adults) saying they are concerned about the *lack of consumer awareness or transparency about crate use*.

**65%** (2,512,000 adults<sup>1</sup>) **disagree** with the practice of using farrowing crates.

**66%** (2,567,000 adults) believe that farrowing crates **should be phased out** in New Zealand.

- **75%** (2,880,000 adults) believe farrowing crates should be phased out **immediately or within the next 5 years** and

---

<sup>1</sup> Population estimates based on New Zealand adult population from 2023 Census = 3,865,235. All estimates rounded to nearest thousand.

- **47%** (1,813,000 adults) think it should be phased out immediately with **no extension to the 2025 ban**.

### Temporary farrowing crates and alternative free farrowing pens

**The majority think that free farrowing pens should be introduced.**

Overall, there is significantly higher support for the introduction of **free farrowing pens**, with **74%** saying they should be introduced versus **53%** saying **temporary farrowing crates** should be introduced.

**76%** agree with the practice of using free farrowing pens, compared with **38%** for the proposed temporary farrowing crates.

	Temporary farrowing crates	Free farrowing pens
Agree with practice	<b>38%</b> (1,461,000 adults)	<b>76%</b> (2,923,000 adults)
Should be introduced	<b>53%</b> (2,029,000 adults)	<b>74%</b> (2,853,000 adults)

### Regulation changes

**There is low awareness of and high disagreement with the Government's proposed law changes.**

**75%** (2,891,000 adults) were not aware of the proposed regulation changes.

**61%** (2,354,000 adults) disagree with the Government's new proposal to allow continued use of farrowing crates until 2035.

### Among voters

The table below highlights that voters for all main parties are in favour of phasing out farrowing crates. Highest support is for introducing free farrowing pens.

National Party voters are more likely to support the introduction of temporary farrowing crates (**59%**), though **76%** of them want free farrowing pens.

2023 voters	Phase out farrowing crates - Yes	Introduce temporary farrowing crates	Introduce free farrowing pens
ACT	61%	58%	70%
Green Party	<b>90%</b>	<b>41%</b>	<b>90%</b>
Labour Party	<b>78%</b>	49%	<b>81%</b>
National Party	63%	<b>59%</b>	76%
New Zealand First	51%	55%	73%
Te Pāti Māori	<b>88%</b>	54%	85%

**BLUE** = significantly higher than total sample **RED** = significantly lower than total sample

The majority of voters of all main parties disagree with the proposed changes.

Agreement with regulation changes	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Total agree	16%	23%	12%	14%	19%	26%	7%
Total disagree	61%	56%	80%	67%	60%	55%	78%
N (unweighted)	1,023	87	121	260	275	70	31

### Support for pig farmers

Many think the pig farmers should be supported by the Government to use free farrowing pens.

81% (3,131,000 adults) say that some type of support should be provided to pig farmers.

- 59% (2,265,000 adults) say support should be to help farmers move towards free farrowing pens.
- 50% (1,933,000 adults) think there should be support for training and on-farm education services to support farmers use of free farrowing pens.

### Purchasing pork

34% (1,326,000 adults) **buy** free farmed or higher welfare pork products regularly or occasionally.

17% (642,000 adults) **would buy** free farmed or higher welfare pork products if it were available or affordable.

When asked how much more they would pay for New Zealand pork products produced without the use of farrowing crates, 52% (2,010,000 adults) said they are willing to pay more.

## Report

Before starting the survey, respondents were shown the following information.

*In New Zealand, around half of pig farms use "farrowing crates" - metal enclosures that house mother pigs (sows) for five days before birth and for 4 weeks after birth.*

*Crates are used on indoor farms in New Zealand. Around half of farms in New Zealand use outdoor farrowing systems, where sows and piglets have access to a hut in a paddock. This survey will ask only about crating systems used in indoor systems.*

*Crates were introduced to reduce the risk of piglets being crushed and to make it easier for farm workers to care for sows and piglets.*

*Farrowing crates restrict the sow's movement - she can stand up and lie down but cannot turn around. This limits her ability to perform maternal behaviours like building a nest or fully interacting with her piglets, causing mental distress. She also can't move away to dung (toilet) or lie comfortably.*

*Piglets are also space restricted with little space to move and play.*

***Below are images of farrowing crates.***



## Awareness of farrowing crates and pens

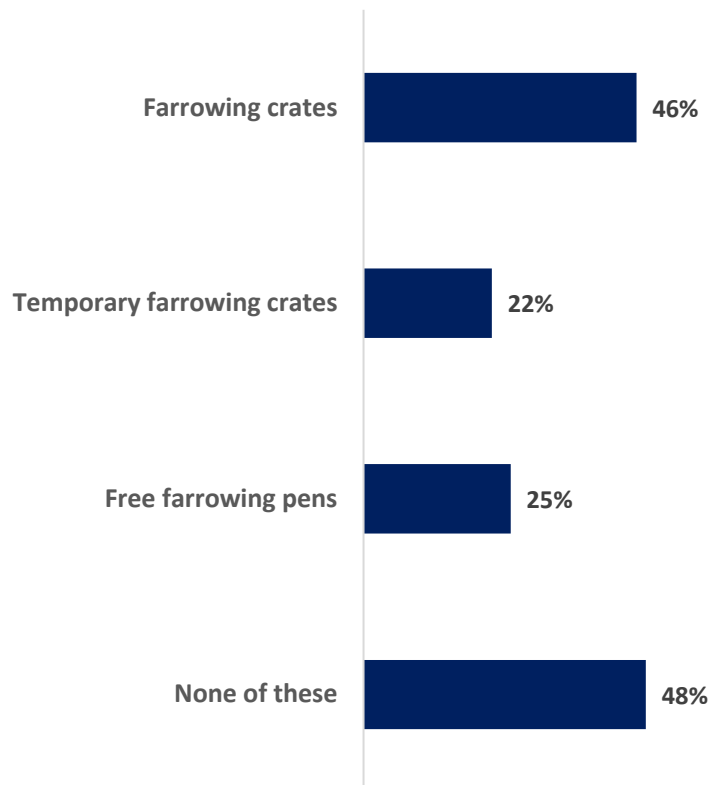
**52%** of adults are aware of different types of farrowing crates or pens for pigs.

Highest awareness is of farrowing crates - **46%** (1,793,000 adults).

There is significantly lower awareness of other types farrowing crates and pens for pigs.

**25%** (966,000 adults) are aware of free farrowing pens and **22%** (843,000 adults) aware of temporary farrowing crates.

Before today, which of the following had you heard of?



Total sample n= 1,044

Overall awareness is significantly higher for older age groups.

<i>Before today, which of the following had you heard of?</i>	ALL	AGE						
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years +
Farrowing crates	46%	23%	23%	32%	49%	63%	72%	80%
Temporary farrowing crates	22%	14%	13%	12%	21%	37%	33%	29%
Free farrowing pens	25%	16%	19%	17%	20%	36%	34%	40%
None of these	48%	69%	67%	60%	46%	34%	28%	17%
N (unweighted)	1,044	112	185	175	176	164	133	99

BLUE = significantly higher than total sample RED = significantly lower than total sample



## Farrowing crates

### Concerns about the use of farrowing crates

The majority (**88%**) have concerns about the use of farrowing crates in pig farming.

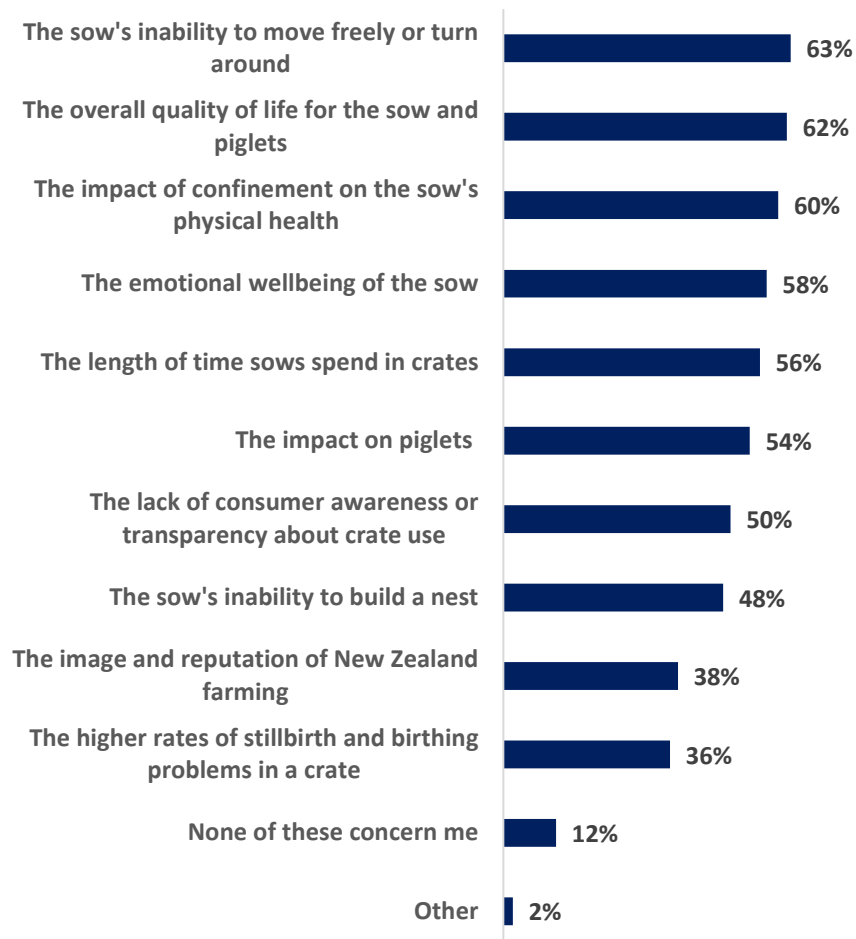
Respondents selected on average **5** aspects which concerned them.

The three main concerns were:

- The sow's inability to move freely or turn around – **63%** (2,424,000 adults).
- The overall quality of life for the sow and piglets – **62%** (2,165,000 adults).
- The impact of confinement on the sow's physical health – **60%** (2,319,000 adults).

There is room for building awareness of farrowing crates, with **50%** (1,917,000 adults) saying they are concerned about the *lack of consumer awareness or transparency about crate use*.

#### Which of the following aspects, if any, concern you about the use of farrowing crates in pig farming?



Total sample n= 1,042

Detailed below are significant differences among groups who have concerns about the use of farrowing crates in pig farming.

<i>Which of the following aspects, if any, concern you about the use of farrowing crates in pig farming?</i>	Total	Significantly higher concern <sup>2</sup> ▲	
The sow's inability to move freely or turn around	63%	55+ year olds	75%
		Females	71%
		NZ European/Pākehā	69%
		Other European	82%
		Living in Wellington	72%
The overall quality of life for the sow and piglets	62%	55+ year olds	70%
		Females	68%
		NZ European/Pākehā	67%
		Other European	77%
		Living in Wellington	74%
The impact of confinement on the sow's physical health	60%	55+ year olds	70%
		Females	68%
		Other European	82%
The emotional wellbeing of the sow	58%	Females	66%
		Other European	74%
The length of time sows spend in crates	56%	55+ year olds	68%
		Females	63%
		NZ European/Pākehā	63%
		Other European	70%
The impact on piglets	54%	55+ year olds	62%
		Females	64%
		Other European	72%
		Living in Wellington	64%
The lack of consumer awareness or transparency about crate use	50%	45-54 year olds	58%
		55-64 year olds	66%
		Females	57%
		Other European	63%
The sow's inability to build a nest	48%	55+ year olds	56%
		Females	56%
		Other European	68%
		Living in Wellington	58%
The image and reputation of New Zealand farming	38%	55+ year olds	47%
The higher rates of stillbirth and birthing problems in a crate	36%	55-64 year olds	55%
		Females	42%
		Other European	55%
None of these concern me	12%	Asian	22%
		Pasifika	26%

<sup>2</sup> Significant differences shown for groups with sample size of 50 or more.

Respondents were asked which party they voted for in the 2023 general election. Green and Labour Party voters have the most concerns about the use of farrowing crates in pig farming.

Which of the following aspects, if any, concern you about the use of farrowing crates in pig farming?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
The sow's inability to move freely or turn around	63%	60%	79%	70%	66%	69%	66%
The overall quality of life for the sow and piglets	62%	57%	84%	69%	61%	58%	63%
The impact of confinement on the sow's physical health	60%	61%	87%	69%	60%	50%	65%
The emotional wellbeing of the sow	58%	50%	82%	66%	58%	40%	53%
The length of time sows spend in crates	56%	45%	77%	66%	58%	56%	56%
The impact on piglets	54%	48%	80%	66%	51%	48%	62%
The lack of consumer awareness or transparency about crate use	50%	39%	75%	62%	43%	39%	62%
The sow's inability to build a nest	48%	35%	72%	57%	45%	39%	54%
The image and reputation of New Zealand farming	38%	27%	53%	50%	36%	34%	62%
The higher rates of stillbirth and birthing problems in a crate	36%	26%	54%	43%	34%	26%	35%
None of these concern me	12%	14%	2%	9%	11%	12%	13%
Other	2%	2%	2%	1%	1%	6%	3%
N (unweighted)	1,042	89	121	267	281	73	31

BLUE = significantly higher than total sample RED =significantly lower than total sample

People who are aware of farrowing crates are also more likely to be concerned about their use in pig farming.

Which of the following aspects, if any, concern you about the use of farrowing crates in pig farming?	ALL	FARROWING CRATE/PEN AWARENESS			
		Farrowing crates	Temporary farrowing crates	Free farrowing pens	None of these
The sow's inability to move freely or turn around	63%	70%	66%	65%	58%
The overall quality of life for the sow and piglets	62%	68%	65%	62%	58%
The impact of confinement on the sow's physical health	60%	68%	64%	63%	55%
The emotional wellbeing of the sow	58%	59%	62%	56%	57%
The length of time sows spend in crates	56%	64%	62%	62%	50%
The impact on piglets	54%	56%	57%	54%	53%
The lack of consumer awareness or transparency about crate use	50%	54%	55%	50%	48%
The sow's inability to build a nest	48%	54%	56%	51%	43%
The image and reputation of New Zealand farming	38%	42%	41%	42%	36%
The higher rates of stillbirth and birthing problems in a crate	36%	40%	44%	38%	33%
None of these concern me	12%	9%	13%	9%	15%
Other	2%	3%	3%	3%	2%
N (unweighted)	1,042	494	228	271	484

BLUE = significantly higher than total sample RED =significantly lower than total sample

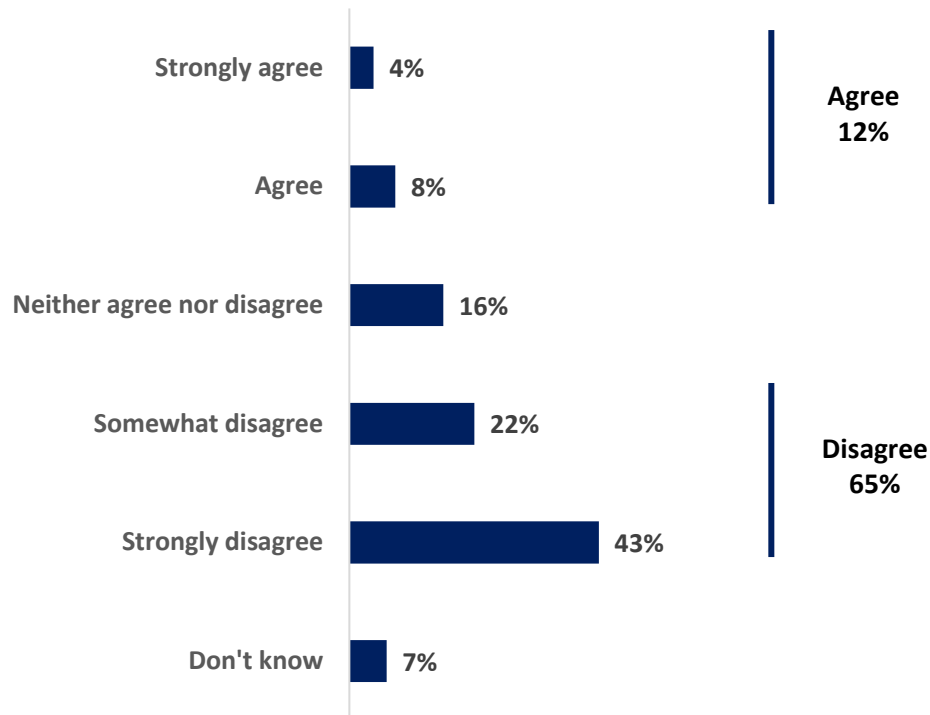
## Use of farrowing crates

65% (2,512,000 adults) disagree<sup>3</sup> with the practice of using farrowing crates.

- 43% (1,674,000 adults) strongly disagree with it.

12% (472,000 adults) agree<sup>4</sup> with the practice of using farrowing crates.

### To what extent do you agree with the practice of using farrowing crates?



Sample n=1,044

The table below shows groups who are significantly more likely to agree or disagree with the practice of using farrowing crates.

To what extent do you agree with the practice of using farrowing crates?	Total	Significantly more likely ▲	
Strongly agree/Somewhat agree	12%	18-24 year olds	24%
		Males	18%
		Asian	21%
		Involved with farming	42%
Strongly disagree/somewhat disagree	65%	55+ year olds	72%
		Females	76%
		NZ European/Pākehā	71%
		Other European	78%
		Not involved with farming	70%

<sup>3</sup> Strongly disagree/somewhat disagree

<sup>4</sup> Strongly agree/somewhat agree

ACT voters are significantly more likely to **agree** with the use of farrowing crates (**24%**, compared with **12%** for the total sample), though **51%** disagree. Green and Labour Party voters significantly more likely to **disagree** with their use.

To what extent do you agree with the practice of using farrowing crates?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Strongly agree	4%	10%	4%	4%	2%	10%	0%
Agree	8%	14%	7%	6%	10%	6%	6%
Neither agree nor disagree	16%	19%	5%	11%	19%	25%	15%
Somewhat disagree	22%	18%	19%	15%	31%	19%	22%
Strongly disagree	43%	33%	63%	59%	35%	36%	48%
Don't know	7%	6%	2%	6%	3%	5%	9%
<b>Strongly agree/agree</b>	<b>12%</b>	<b>24%</b>	<b>11%</b>	<b>10%</b>	<b>12%</b>	<b>16%</b>	<b>6%</b>
<b>Strongly disagree/disagree</b>	<b>65%</b>	<b>51%</b>	<b>82%</b>	<b>74%</b>	<b>67%</b>	<b>55%</b>	<b>70%</b>
N (unweighted)	1,044	89	121	269	281	73	31

BLUE = significantly higher than total sample RED =significantly lower than total sample

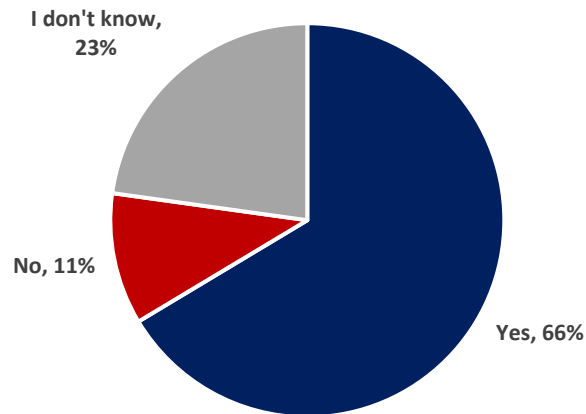
## Phasing out farrowing crates

**66%** (2,567,000 adults) believe that farrowing crates should be phased out in New Zealand.

**23%** (881,000 adults) are unsure.

**11%** (417,000 adults) don't think they should be phased out.

### Do you think farrowing crates should be phased out in New Zealand?



Sample n=1,044

There are significant differences among some groups who think farrowing crates should be phased out and some who are unsure.

Do you think farrowing crates should be phased out in New Zealand?	Total	Significantly more likely ▲	
Yes	66%	35-44 year olds	74%
		Females	72%
		Māori	83%
No	11%	No significant differences	
I don't know	23%	75+ year olds	34%
		Asian	39%
		Pasifika	48%

Support for phasing out farrowing crates is most likely among Green, Labour and Te Pāti Māori voters.

<i>Do you think farrowing crates should be phased out in New Zealand?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	66%	61%	90%	78%	63%	51%	88%
No	11%	18%	2%	7%	14%	22%	3%
I don't know	23%	21%	8%	15%	24%	27%	9%

N (unweighted)	1,044	89	121	269	281	73	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED =significantly lower than total sample

People who are aware of temporary crates and free farrowing pens are **more likely to not support** the phase out of farrowing crates.

Those who are not aware of any of the different practices are more likely to be unsure about the phasing out of farrowing crates.

<i>Do you think farrowing crates should be phased out in New Zealand?</i>	ALL	FARROWING CRATE/PEN AWARENESS			
		Farrowing crates	Temporary farrowing crates	Free farrowing pens	None of these
Yes	66%	69%	68%	70%	63%
No	11%	14%	20%	17%	8%
I don't know	23%	18%	13%	13%	29%

N (unweighted)	1,044	496	228	271	484
----------------	-------	-----	-----	-----	-----

BLUE = significantly higher than total sample RED =significantly lower than total sample

## Nest building

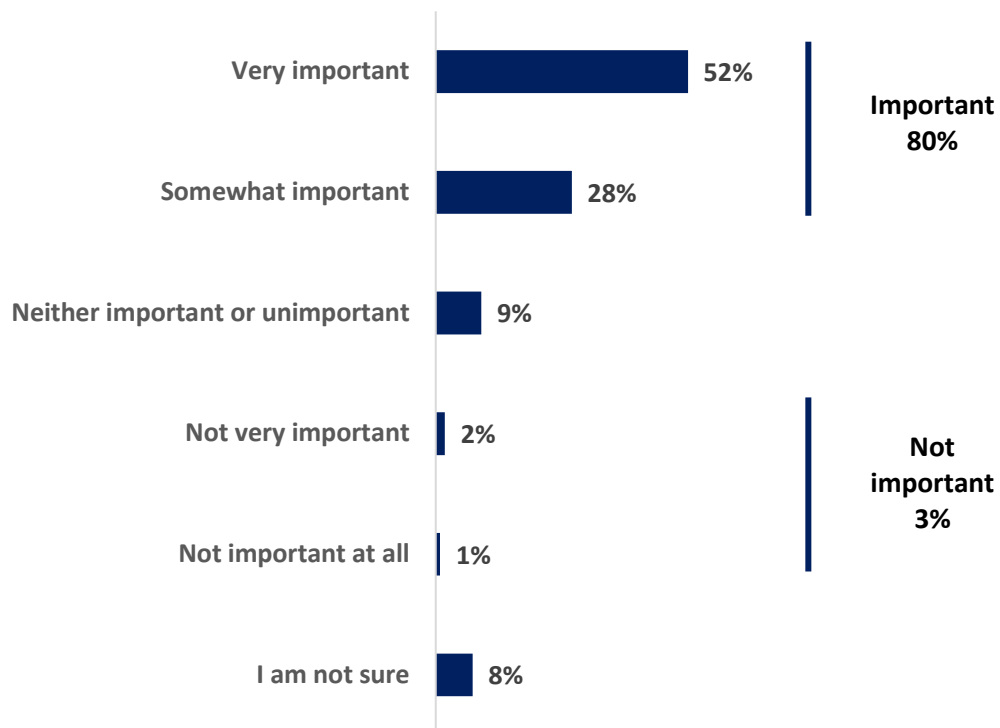
Respondents were told:

*Mother pigs (sows) have a strong instinct to build a nest before giving birth. Nest building requires nest building substrate (like straw or an equivalent material) and space to build a nest. Nest building helps the sow prepare for farrowing and care for her piglets.*

*In farrowing crates, including temporary crates, sows are unable to perform this behaviour.*

**80%**<sup>5</sup> (3,100,000 New Zealand adults) think it is important that sows are able to build a nest before giving birth.

### How important do you think it is that sows are able to build a nest before giving birth?



Sample n=1,044

There are few significant differences among those who think nesting is important for sows. The groups more likely to think it is important are:

- Females – **85%**
- Māori – **87%**
- Living in Wellington – **88%**
- People involved in farming – **88%**
- Green Party voters – **88%**.

<sup>5</sup> Very important/Somewhat important



## Temporary farrowing crates and free farrowing pens

Before answering questions about temporary farrowing crates and free farrowing pens, respondents were shown the following information.

*A proposal has been put forward by the Government to transition pig farmers towards the use of “temporary farrowing crates.”*

*Proposed standards would allow confinement in crates for three days before birth (farrowing) and four days afterwards. The crate can then be opened so that the sow can access a slightly larger space.*

**Images of temporary farrowing crates are below.**



### Free farrowing pens

*There are legislative bans on farrowing crates, including temporary crates, in some countries, such as Switzerland, Sweden and Finland.*

*In these countries, “free farrowing pens” are used.*

*A free farrowing pen is designed to allow the sow freedom of movement and maternal behaviour. Sows stay in these pens with their piglets until weaning. It contains distinct areas for nesting, dunging, and for the piglets to rest and feed. The nesting area can allow for suitable materials such as straw or loose bedding, enabling the sow to build a nest before farrowing. Piglet creep areas or anti-crush barriers can reduce the risk of piglet mortality while still permitting the sow to turn, walk, and interact with her litter.*

**Images of free farrowing pens are below.**



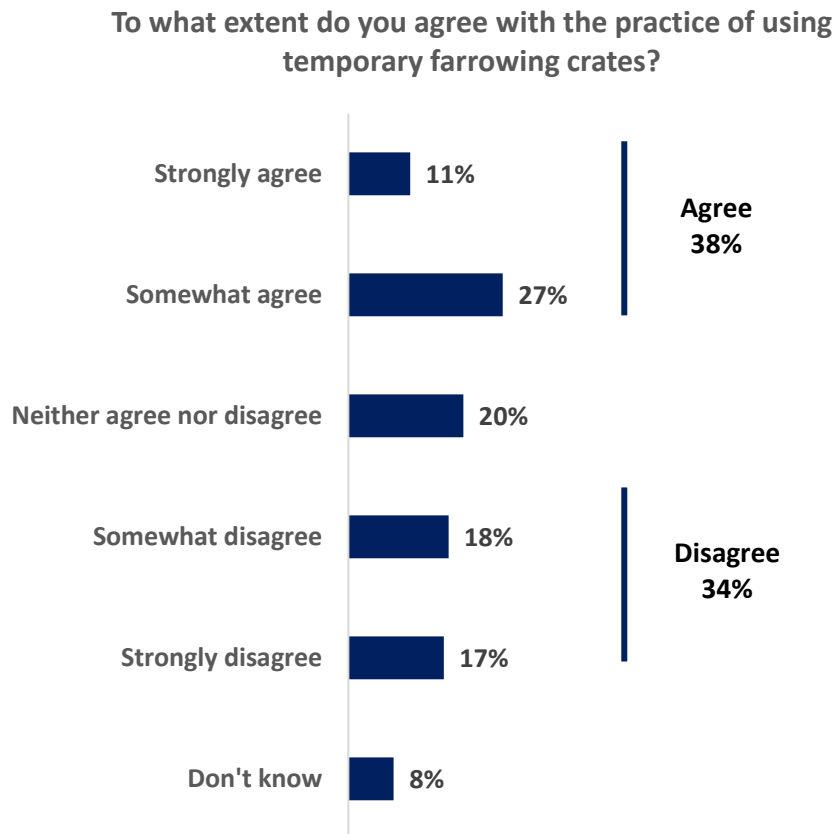
## Temporary farrowing crates

Agreement on the use of temporary farrowing crates is divided.

**38%** (1,461,000 adults) agree<sup>6</sup> with the practice of using temporary farrowing crates.

**34%** (1,322,000 adults) disagree<sup>7</sup> with the practice.

**20%** (777,000 adults) said they neither agree nor disagree.



Sample n=1,036

The table below shows significant differences among groups who support or do not support the use of temporary farrowing crates.

<i>To what extent do you agree with the practice of using temporary farrowing crates?</i>	Total	Significantly more likely ▲	
Strongly agree/Somewhat agree	38%	Involved with farming	59%
		Not a farmer but I am part of the farming sector	53%
Neither agree nor disagree	20%	Males	26%
		Asian	31%
		Worked on farms in the past	35%
Strongly disagree/somewhat disagree	34%	55+ year olds	40%
		Females	43%
		Other European	50%

<sup>6</sup> Strongly agree/somewhat agree

<sup>7</sup> Strongly disagree/somewhat disagree

National voters are significantly more likely to **agree** with the use of temporary farrowing crates.

- **21%** of ACT voters strongly agree with the use of temporary farrowing crates.

Green voters significantly more likely to **disagree** with the use of temporary farrowing crates.

- **38%** of Green voters strongly disagree
- **24%** of Labour voters strongly disagree.

<i>To what extent do you agree with the practice of using temporary farrowing crates?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Strongly agree	11%	<b>21%</b>	11%	13%	12%	14%	<b>3%</b>
Somewhat agree	27%	26%	<b>10%</b>	24%	<b>36%</b>	34%	30%
Neither agree nor disagree	20%	20%	<b>11%</b>	15%	23%	17%	30%
Somewhat disagree	18%	17%	<b>29%</b>	16%	<b>11%</b>	10%	13%
Strongly disagree	17%	12%	<b>38%</b>	<b>24%</b>	13%	15%	22%
Don't know	8%	5%	0%	8%	<b>5%</b>	10%	3%
<b>Strongly agree/Somewhat agree</b>	<b>38%</b>	<b>46%</b>	<b>21%</b>	<b>37%</b>	<b>48%</b>	<b>48%</b>	<b>33%</b>
<b>Strongly disagree/Somewhat disagree</b>	<b>34%</b>	<b>29%</b>	<b>68%</b>	<b>40%</b>	<b>24%</b>	<b>25%</b>	<b>35%</b>
N (unweighted)	1,036	87	121	267	278	72	31

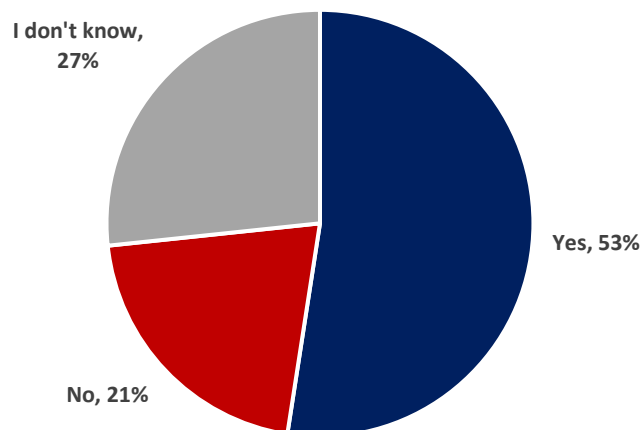
BLUE = significantly higher than total sample RED = significantly lower than total sample

## Introduction of temporary farrowing crates

**53%** (2,029,000 adults) believe that temporary farrowing crates should be introduced.

**27%** (1,032,000 adults) don't know if they should be introduced and **21%** (808,000 adults) don't think temporary farrowing crates should be introduced.

### Do you think that temporary farrowing crates should be introduced to replace farrowing crates in New Zealand?



Sample n=1,036

There are significant differences among groups who think temporary farrowing crates should be introduced or not and those who are unsure.

Do you think that temporary farrowing crates should be introduced to replace farrowing crates in New Zealand?	Total	Significantly more likely ▲	
Yes	66%	18-24 year olds	73%
		35-44 year olds	62%
		Involved in farming	73%
No	11%	65-74 year olds	35%
I don't know	23%	55-64 year olds	35%
		Pasifika	49%

Support for the use of temporary farrowing crates is highest among National and ACT voters.

<i>Do you think that temporary farrowing crates should be introduced to replace farrowing crates in New Zealand?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	53%	58%	41%	49%	59%	55%	54%
No	21%	21%	37%	24%	19%	16%	23%
I don't know	27%	21%	22%	26%	23%	28%	23%

N (unweighted)	1,036	87	121	267	278	72	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED =significantly lower than total sample

People who are aware of farrowing crates are **more likely to support** the use of temporary farrowing crates.

<i>Do you think that temporary farrowing crates should be introduced to replace farrowing crates in New Zealand?</i>	ALL	FARROWING CRATE/PEN AWARENESS			
		Farrowing crates	Temporary farrowing crates	Free farrowing pens	None of these
Yes	53%	51%	50%	55%	53%
No	21%	27%	26%	25%	15%
I don't know	27%	22%	24%	20%	32%

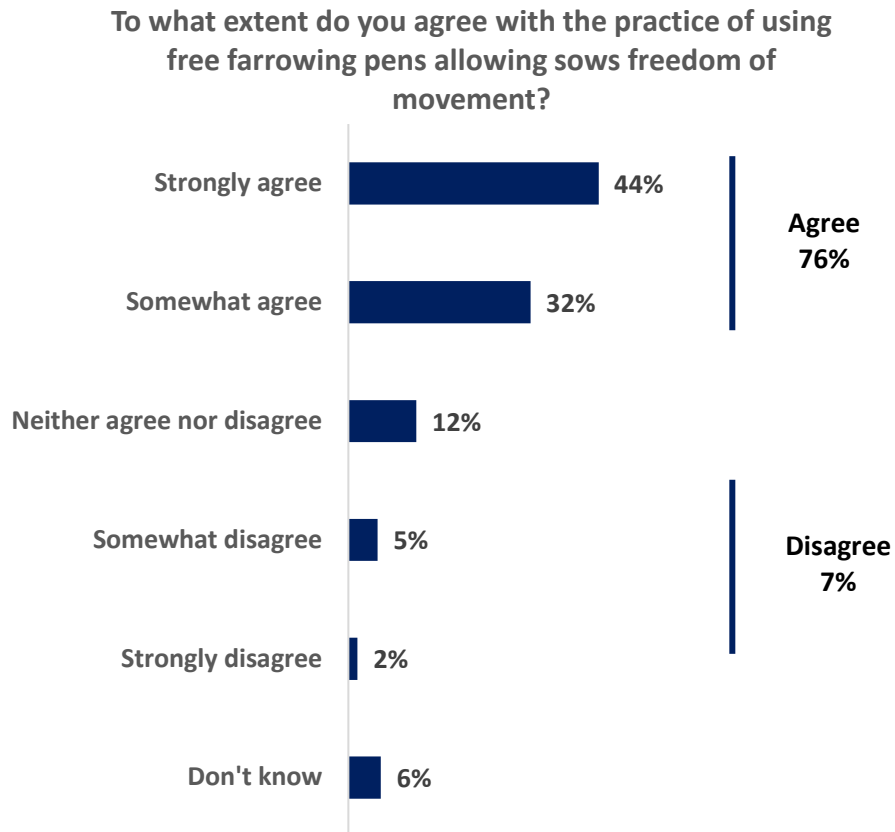
N (unweighted)	1,036	490	227	269	482
----------------	-------	-----	-----	-----	-----

BLUE = significantly higher than total sample RED =significantly lower than total sample

## Free farrowing pens

Agreement on using free farrowing pens is high at **76%** (2,923,000 adults).

**7%** (259,000 adults) disagree with the practice of using free farrowing pens.



Sample n=1,030

There are few significant differences among those who agree or disagree with the free farrowing pens.

The only group significantly more likely to agree with the use of free farrowing pens are of “other European” ethnicity (**88%**).

Respondents living in Waikato are more likely to disagree – **15%** versus **7%** of total sample.

Green Party voters are most likely to **agree** with the use of free farrowing pens.

- **54%** of Labour voters strongly agree with the use of free farrowing pens.

Overall, there is high agreement among voters with the use of free farrowing pens.

- **81%** of New Zealand First and **80%** of National voters agree with its use for pig farming.

<i>To what extent do you agree with the practice of using free farrowing pens allowing sows freedom of movement?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Strongly agree	44%	45%	51%	54%	44%	42%	55%
Somewhat agree	32%	32%	39%	24%	35%	39%	17%
Neither agree nor disagree	12%	12%	8%	11%	11%	4%	12%
Somewhat disagree	5%	8%	2%	3%	5%	5%	9%
Strongly disagree	2%	2%	0%	2%	1%	5%	3%
Don't know	6%	1%	1%	7%	4%	6%	3%
<b>Strongly agree/Somewhat agree</b>	<b>76%</b>	<b>77%</b>	<b>90%</b>	<b>78%</b>	<b>80%</b>	<b>81%</b>	<b>73%</b>
<b>Strongly disagree/Somewhat disagree</b>	<b>7%</b>	<b>10%</b>	<b>2%</b>	<b>5%</b>	<b>6%</b>	<b>9%</b>	<b>12%</b>

N (unweighted)	1,030	87	121	265	276	70	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED =significantly lower than total sample

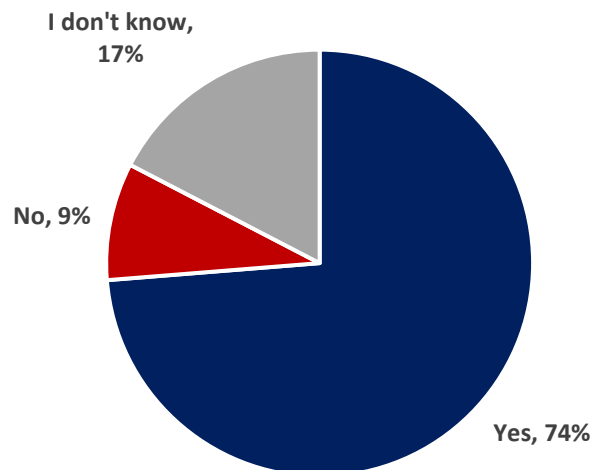
## Introduction of free farrowing pens

There is high support for the introduction of free farrowing pens to replace farrowing crates.

**74%** (2,853,000 adults) think free farrowing pens should be introduced.

**17%** (673,000 adults) don't know.

### Do you think that free farrowing pens should be introduced to replace farrowing crates in New Zealand?



Sample n= 1,030

There are some significant differences among groups who think free farrowing pens should be introduced and those who are unsure.

<i>Do you think that free farrowing pens should be introduced to replace farrowing crates in New Zealand?</i>	Total	Significantly more likely ▲	
Yes	74%	65-74 year olds	82%
		Involved in farming	84%
No	9%	No significant differences	
I don't know	17%	Asian	27%
		Pasifika	38%



Support for the use of free farrowing pens is high among all voters and highest among Green and Labour Party voters.

<i>Do you think that free farrowing pens should be introduced to replace farrowing crates in New Zealand?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	74%	70%	90%	81%	76%	73%	85%
No	9%	14%	2%	4%	9%	10%	9%
I don't know	17%	16%	8%	15%	15%	17%	6%

N (unweighted)	1,030	87	121	265	276	70	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED = significantly lower than total sample

Support of free farrowing pens among all who are aware of crates and pens used for pig farming.

<i>Do you think that free farrowing pens should be introduced to replace farrowing crates in New Zealand?</i>	ALL	FARROWING CRATE/PEN AWARENESS			
		Farrowing crates	Temporary farrowing crates	Free farrowing pens	None of these
Yes	74%	77%	75%	73%	72%
No	9%	9%	11%	12%	8%
I don't know	17%	15%	14%	15%	20%

N (unweighted)	1,030	488	226	268	478
----------------	-------	-----	-----	-----	-----

BLUE = significantly higher than total sample RED = significantly lower than total sample

## Regulation changes to continue use of farrowing crates to 2035

Before answering the next questions, respondents were told.

*In New Zealand in 2020, the High Court ruled the use of farrowing crates to be unlawful and invalid under the Animal Welfare Act 1999. Regulations to allow continued use of farrowing crates and mating stall systems, subject to a phase out period, were due to end on 18 December 2025.*

*On 1 October 2025, the Government proposed a ten-year extension to that phase out period, so that the current use of farrowing crates will be allowed until the end of 2035, and proposed that temporary crating systems should be introduced after 2035.*

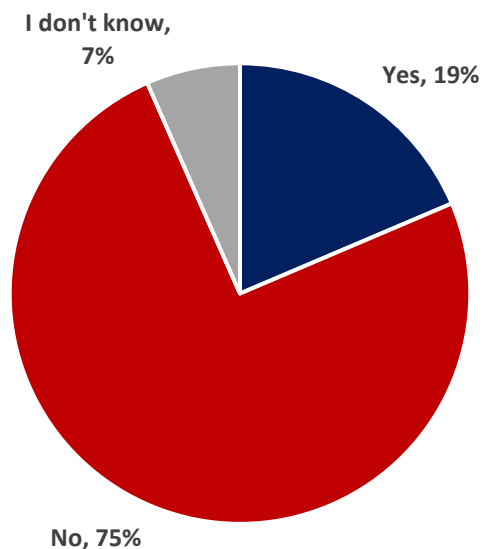
*These recommendations were not in line with recommendations made by the National Animal Welfare Advisory Committee and are proposed despite the Court ruling that previous standards allowing crates were unlawful and they needed to be phased out.*

Overall, there was low awareness of the proposed regulation changes.

**19%** (719,000 adults) said they were aware of the proposed changes before today.

**75%** (2,891,000 adults) were not aware of the changes.

**Were you aware of these newly proposed changes before today?**



Sample n= 1,024

There are some significant differences among groups who were aware and not aware of the proposed changes.

<i>Were you aware of these newly proposed changes before today?</i>	Total	Significantly more likely ▲	
Yes	19%	18-24 year olds	28%
		65-74 year olds	27%
		Indian	37%
		Involved in farming	55%
No	75%	75+ year olds	84%
		Other European	88%
		No involvement in farming	81%
I don't know	7%	Pasifika	15%

Green voters had highest awareness of the proposed changes introduced by the Government.

<i>Were you aware of these newly proposed changes before today?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	19%	16%	31%	17%	16%	15%	11%
No	75%	77%	66%	78%	80%	79%	80%
I don't know	7%	7%	3%	5%	5%	6%	10%

N (unweighted)	1,024	87	121	260	276	70	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED =significantly lower than total sample

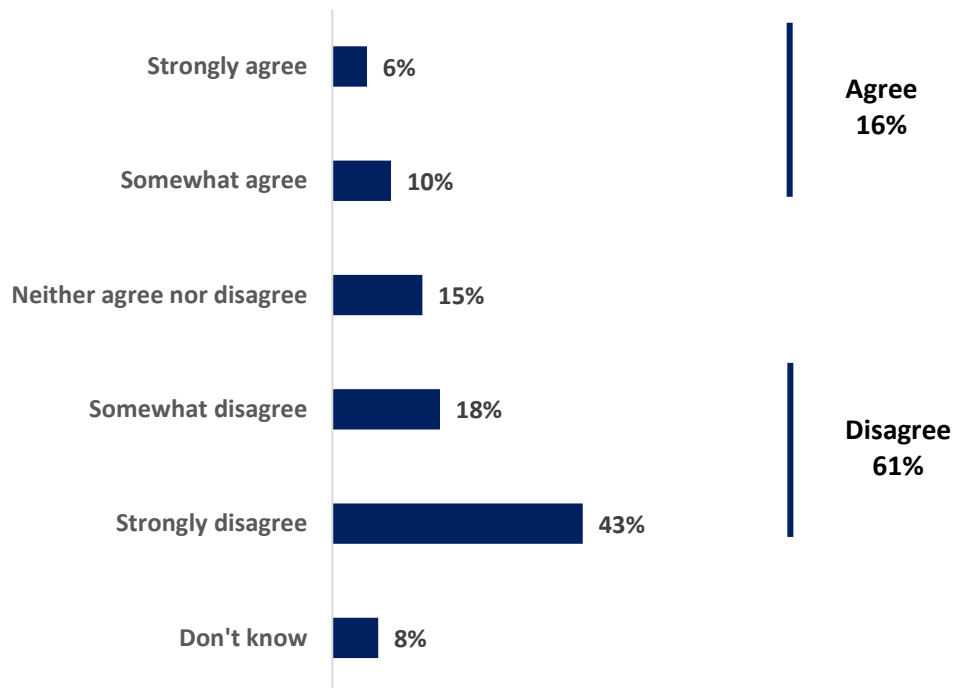
## Agreement with the Government's changes to allow use of farrowing crates to 2035

**61%** (2,354,000 adults) disagree<sup>8</sup> with the Government's new proposal to allow continued use of farrowing crates until 2035.

- **43%** (1,647,000 adults) strongly disagree.

**16%** (618,000 adults) agree<sup>9</sup> with the proposed changes.

To what extent do you agree with the Government's new proposal to allow continued use of farrowing crates until 2035?



Sample n= 1,023

<sup>8</sup> Strongly disagree/somewhat disagree

<sup>9</sup> Strongly agree/somewhat agree

The table below shows significant differences among groups who agree or disagree with the new proposal to allow continued use of farrowing crates until 2035.

<i>To what extent do you agree with the Government's new proposal to allow continued use of farrowing crates until 2035?</i>	Total	Significantly more likely ▲	
Strongly agree/Somewhat agree	16%	Males	22%
		Asian	25%
		Involved in farming	48%
Neither agree nor disagree	15%	18-24 year olds	26%
		Asian	32%
Strongly disagree/somewhat disagree	61%	55+ year olds	73%
		Females	71%
		NZ European/Pākehā	69%
		Other European	73%

Highest opposition to the new proposals is from Green, Te Pāti Māori and Labour voters.

Support is low among National voters, with 60% saying they disagree with the proposed changes.

<i>To what extent do you agree with the Government's new proposal to allow continued use of farrowing crates until 2035?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Strongly agree	6%	11%	7%	6%	5%	11%	3%
Somewhat agree	10%	12%	5%	8%	15%	15%	3%
Neither agree nor disagree	15%	17%	7%	12%	16%	13%	6%
Somewhat disagree	18%	17%	12%	12%	27%	24%	22%
Strongly disagree	43%	38%	69%	55%	34%	32%	56%
Don't know	8%	5%	1%	7%	5%	6%	9%
<b>Strongly agree/Somewhat agree</b>	<b>16%</b>	<b>23%</b>	<b>12%</b>	<b>14%</b>	<b>19%</b>	<b>26%</b>	<b>7%</b>
<b>Strongly disagree/Somewhat disagree</b>	<b>61%</b>	<b>56%</b>	<b>80%</b>	<b>67%</b>	<b>60%</b>	<b>55%</b>	<b>78%</b>

N (unweighted)	1,023	87	121	260	275	70	31
----------------	-------	----	-----	-----	-----	----	----

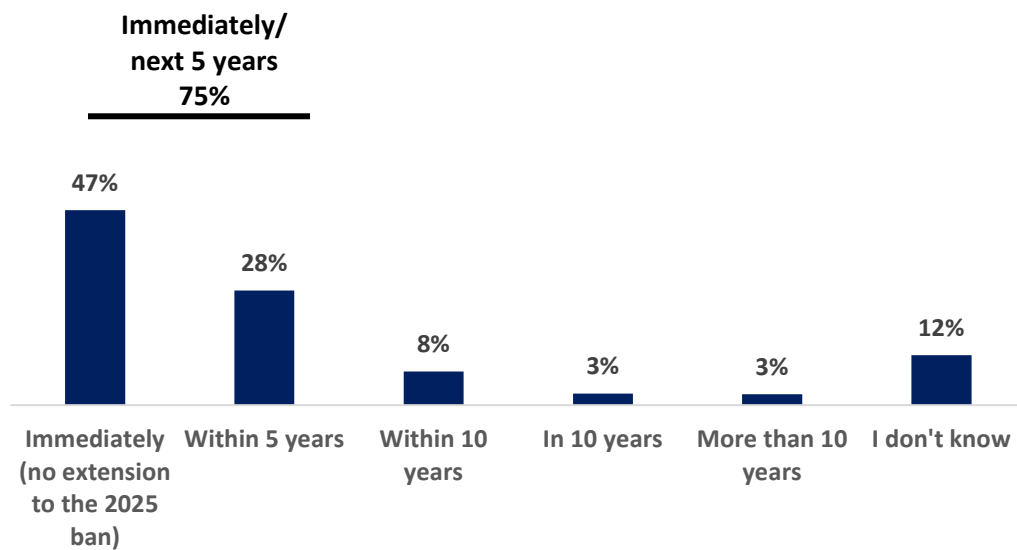
BLUE = significantly higher than total sample RED =significantly lower than total sample

## When should farrowing crates be phased out?

**75%** (2,880,000 adults) believe that farrowing crates should be phased out immediately or within the next 5 years.

- **47%** (1,813,000 adults) think it should be phased out immediately with no extension to the 2025 ban.

The current use of farrowing crates is being phased out. How quickly do you think this should happen?



Sample n=1,022

<i>The current use of farrowing crates is being phased out. How quickly do you think this should happen?</i>	Total	Significantly more likely ▲	
Immediately (no extension to the 2025 ban)	47%	55+ year olds	58%
		Females	56%
		Māori	56%
Within 5 years	28%	18-24 year olds	38%
		Males	33%
		Involved with farming	40%
		Not a farmer but I am part of the farming sector	43%
Within 10 years	8%	Asian	18%
In 10 years	3%	No significant differences	
More than 10 years	3%	No significant differences	
I don't know	12%	25-34 year olds	20%
		Asian	27%
		Pasifika	40%

Green, Te Pāti Māori and Labour voters think the ban on using farrowing crates should be phased out immediately.

**38%** of National voters think it should be phased out in the next 5 years.

<i>The current use of farrowing crates is being phased out. How quickly do you think this should happen?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Immediately (no extension to the 2025 ban)	47%	39%	69%	56%	40%	47%	72%
Within 5 years	28%	35%	24%	24%	38%	24%	10%
Within 10 years	8%	11%	3%	6%	8%	8%	6%
In 10 years	3%	4%	1%	1%	5%	3%	0%
More than 10 years	3%	6%	0%	1%	3%	8%	3%
I don't know	12%	5%	3%	11%	8%	10%	9%

N (unweighted)	1,022	87	121	260	275	69	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED = significantly lower than total sample

## Support for pig farmers

Before asking about whether or not the Government should support farmers to help them move to using free farrowing pens respondents were told:

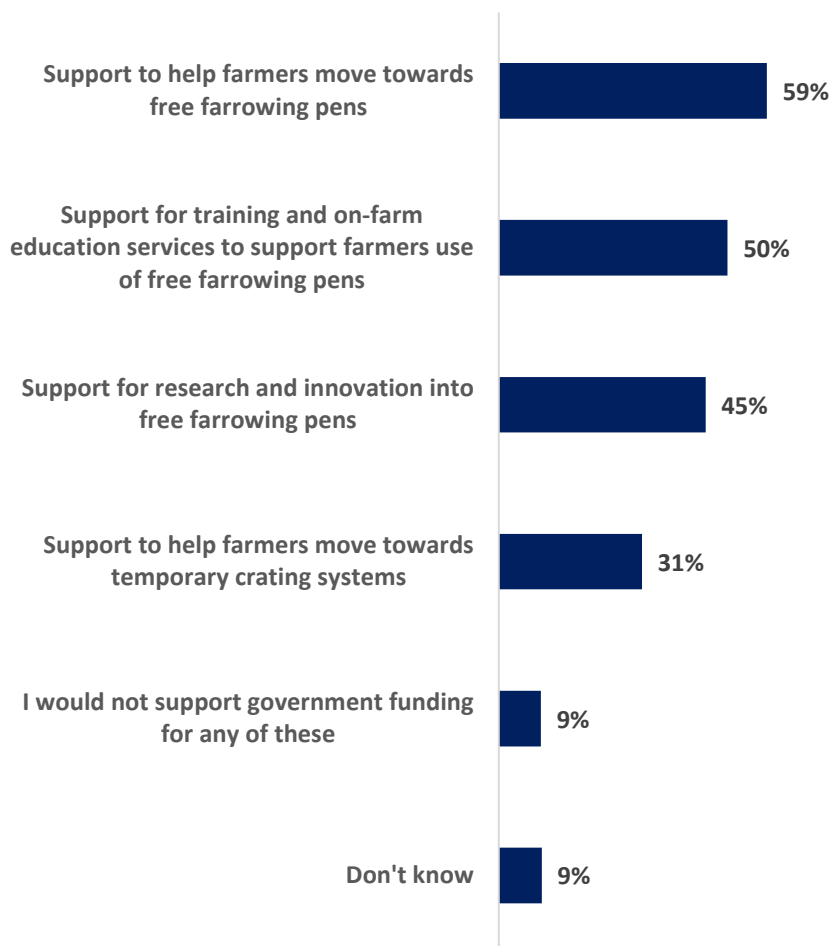
*When answering this question, please bear in mind farrowing crates restrict movement, free-farrowing pens allow sows more room to nest and move.*

**59%** (2,265,000 adults) believe there should be support to help farmers move towards free farrowing pens.

**50%** (1,933,000 adults) think there should be support for training and on-farm education services to support farmers use of free farrowing pens.

**9%** (356,000 adults) do not support government funding to help pig farmers.

### Which of the following types of support do you think the Government should provide for pig farmers, if any?



Sample n=1,019



<i>Which of the following types of support do you think the Government should provide for pig farmers, if any?</i>	Total	Significantly more likely ▲	
Support to help farmers move towards free farrowing pens	59%	Females Living in Wellington	64% 70%
Support for training and on-farm education services to support farmers use of free farrowing pens	50%	Females	56%
Support for research and innovation into free farrowing pens	45%	No significant differences	
Support to help farmers move towards temporary crating systems	31%	18-24 year olds 35-44 year olds Involved in farming	58% 41% 52%
I would not support government funding for any of these	9%	55+ year olds	14%
Don't know	9%	Pasifika	19%

Green Party voters (**70%**) are most likely to think that the Government should support pig farmers.

**62%** of National voters think the Government should support to help farmers move towards free farrowing pens.

<i>Which of the following types of support do you think the Government should provide for pig farmers, if any?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Support to help farmers move towards free farrowing pens	59%	52%	<b>70%</b>	60%	62%	56%	61%
Support for training and on-farm education services to support farmers use of free farrowing pens	50%	40%	<b>64%</b>	54%	44%	45%	52%
Support for research and innovation into free farrowing pens	45%	<b>32%</b>	<b>57%</b>	48%	42%	<b>32%</b>	53%
Support to help farmers move towards temporary crating systems	31%	31%	<b>19%</b>	29%	30%	26%	<b>17%</b>
I would not support government funding for any of these	9%	11%	8%	9%	11%	18%	7%
Don't know	9%	5%	<b>3%</b>	9%	7%	<b>4%</b>	10%

N (unweighted)	1,019	87	121	258	274	69	31
----------------	-------	----	-----	-----	-----	----	----

BLUE = significantly higher than total sample RED =significantly lower than total sample

## Purchasing pork

**34%** (1,326,000 adults) **buy** free farmed or higher welfare pork products regularly or occasionally.

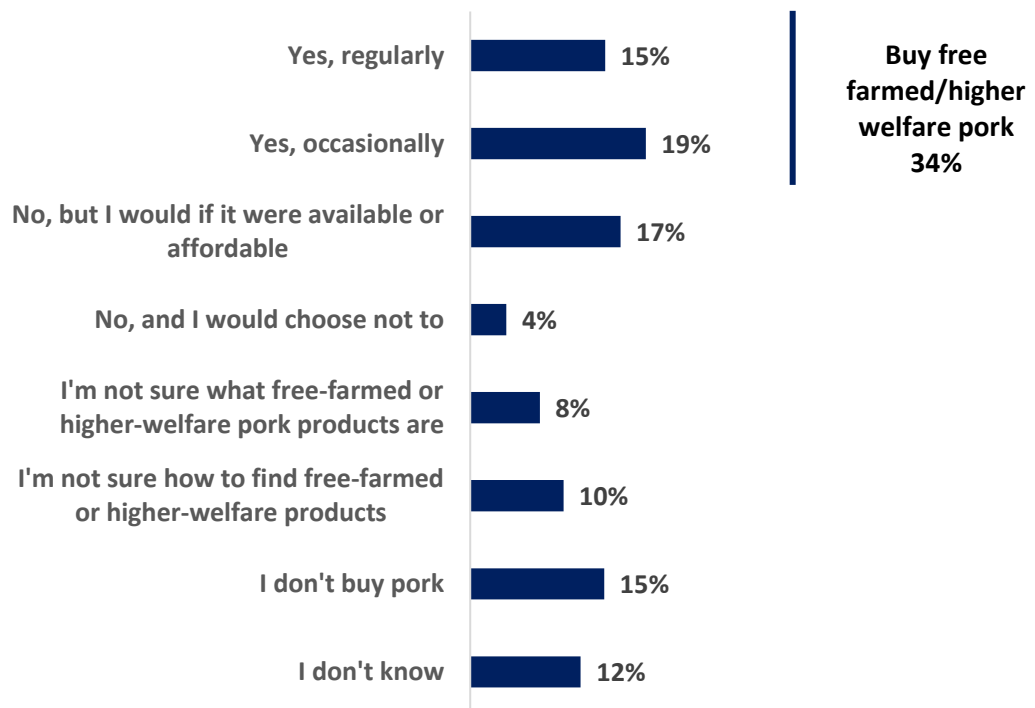
**17%** (642,000 adults) **would buy** free farmed or higher welfare pork products if it were available or affordable.

**10%** (398,000 adults) are **not sure how to find** free-farmed or higher-welfare products.

**8%** (298,000 adults) **not sure what** free-farmed or higher-welfare pork products are.

**15%** (572,000 adults) **do not buy** pork.

**Do you currently buy free-farmed or higher-welfare pork products (i.e. from pigs not kept in farrowing crates)?**



Sample n=1,018

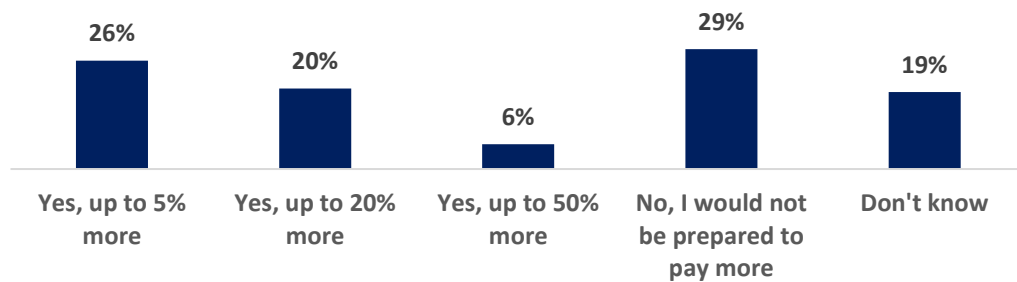
## How much more are people willing to pay for pork products

When asked how much more they would pay for New Zealand pork products produced without the use of farrowing crates, **52%** (2,010,000 adults) said they are willing to pay more.

- **26%** (1,020,000 adults) said up to 5% more
- **20%** (758,000 adults) are willing to pay up to 20% more
- **6%** (232,000 adults) will pay up to 50% more.

**29%** (1,129,000 adults) are not prepared to pay more.

**If you were buying New Zealand pork products produced without the use of farrowing crates, how much more would you be willing to pay, if anything?**



*Sample n= 1,018*

There were no significant differences between those who do and do not do the household shopping.

## Appendix – Sample

Results are from a Horizon Research online survey conducted between 10<sup>th</sup> and 16<sup>th</sup> October 2025. The total sample size was 1,044 adults, 18 years of age and over. Respondents are from Horizon's own panels and a third party research panel used for source diversity.

The maximum margin of error is  $\pm 3\%$  (at the 95% confidence level). The data was weighted on age, gender, personal income, ethnicity, region and Party Vote 2023 to match the New Zealand adult population.

The table below profiles the total sample.

Age	Total sample
18-24 years	12%
25-34 years	18%
35-44 years	17%
45-54 years	16%
55-64 years	15%
65-74 years	12%
75 years or over	10%
Gender	
Male	49%
Female	50%
Another gender	1%
Ethnicity	
Asian	9%
Indian	3%
Māori	13%
Middle Eastern/Arabic	0%
NZ European/Pākehā	68%
Other European (includes Australian, South African, British etc)	7%
Pasifika	7%
Other	3%
Region	
Northland	4%
Auckland	31%
Waikato	9%
Bay of Plenty	9%
Taranaki	2%
Gisborne/Hawkes' Bay	4%
Wairarapa	1%
Whanganui/Palmerston North/Horowhenua	5%
Wellington	11%
Nelson/Tasman/Marlborough	3%
Canterbury	13%
West Coast	1%
Otago	5%
Southland	1%

Party vote 2023	
ACT New Zealand	6%
Democracy NZ	1%
Freedoms NZ	1%
Green Party	8%
Labour Party	19%
National Party	27%
NewZeal	0%
New Zealand First	4%
Te Pāti Māori	2%
TOP (The Opportunities Party)	1%
Other Party	1%
Chose not to vote	12%
Was not eligible to vote	3%
Don't know or can't remember	14%
Household shopping	
I am the main shopper	61%
I equally share household shopping	29%
I am involved in decision making but am not the main shopper	8%
I have no involvement	3%
Other	0%
Dietary preferences	
Meat eater	83%
Flexitarian (primarily plant based with occasional meat / animal products)	17%
Pescetarian (do not eat meat but eat fish)	2%
Vegetarian (do not eat meat or fish)	3%
Vegan (do not eat any animal products)	1%
Other	2%

Demographic tables results accompany this report.

## Contact

For more information about this survey, please contact:

Julia Ord, telephone 027 706 8790, email [julia.ord@horizonresearch.co.nz](mailto:julia.ord@horizonresearch.co.nz)

Graeme Colman, telephone 021 84 85 76, email [gcolman@horizonresearch.co.nz](mailto:gcolman@horizonresearch.co.nz)