

Our farms, farmers and fisheries

Our farmers and fisheries work with animals from pure New Zealand land and sea. Like free-range, grass-fed, ethically raised beef and lamb, local poultry, and wild-caught seafood. By buying ZIWI®, you're supporting ethical farming practices.

Discover New Zealand, where our animals are ethically raised and our fish are sustainably caught, and meet the passionate people behind it all.

New Zealand's Freedom Principles

We take animal well-being seriously, and so do our farmers, fishers, and suppliers. That's why we follow New Zealand's Freedom Principles. These guidelines ensure our animals are farmed ethically.

- ✔ Freedom from hunger and thirst
- ✔ Freedom from discomfort
- ✔ Freedom from pain, injury or disease
- ✔ Freedom to express natural behaviour
- ✔ Freedom from fear and distress



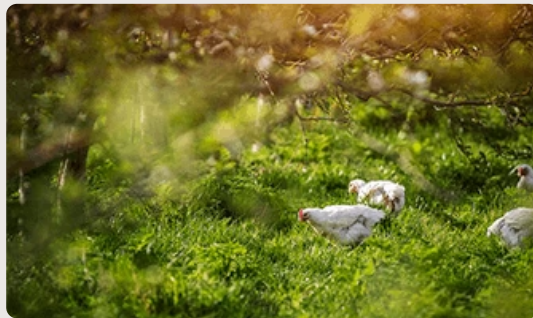
Free-range, year-round

New Zealand's temperate climate means that animals have plenty of fields and rolling green hills to roam on, 365 days a year.



Grass-fed, grass-finished

Animals are raised on beautiful pastures of grass, clover, and native grasses (and with no feedlots in sight).



Free-range local chicken

Our chickens are free-range, so they can roam, run, leap, bask, and spread their wings.



Wild-caught seafood

As an island nation, New Zealand is surrounded by clean, pristine waters, making it the perfect place to sustainably farm New Zealand green mussels and catch fish.



From our innovative air-dried technology to what we believe in, learn more about what ZIWI stands for

Our story and ethics

How a company from New Zealand is helping pets around the world live their best ZIWI life.

New Zealand ingredients & benefits

Nature got it right, so it's what you'll find in a bowl of ZIWI. Learn more about our ingredients and how they can benefit your pet.

World leaders in pet food technology and nutrition

Learn more about how we made pet food better.