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MEDIA RELEASE

FORESTRY INDUSTRY RELYING ON OBFUSCATION, HYPERBOLE AND FALSEHOOD WITH ITS ANTI SHEEP, BEEF AND CROPPING FARMING ADVERTISING CAMPAIGN

The current Forestry Industries advertising campaign is a slap in the face for mainstream farmers, conservation lobby group 50 Shades of Green maintains.

“To claim, as the forestry industry has that forestry employs more people than sheep and beef farming over a similar area is at best disingenuous,” spokesman Andy Scott said.

“One reasonable planter can plant a hectare a day.

“If that hectare is planted for carbon as much is that is the end of the employment opportunities.

“If that hectare is owned by foreigners as much of the land currently being planted is it will not be harvested but left to rot.

“Further there is not one iota of benefit for New Zealand in the entire exercise.

“Conversely sheep and beef farming employs many people directly and indirectly creating billions of dollars of wealth for New Zealand and ordinary Kiwis each and every year.

“The forestry advertising campaign reeks of desperation from a morally bankrupt organisation,” Andy Scott said. “It will also guarantee forestry people will not be welcomed on farms as they have been in the past”.

Further comment:

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