How do humans justify valuing one species over another? Do we have a moral right to decide the fate of other animals? In conservation management there is a tendency to neglect the moral relevance of sentience in determining control methods, oftentimes leading to widespread suffering and unnecessary killing. Specifically, I am exploring the human-wildlife conflict in New Zealand. I will call into question the validity of our ethical justifications to kill and will challenge the militaristic terminology and subsequent demonization of “invasive” species. The death of millions of animals can be prevented and mitigated by altering human practices and by developing a culture of coexistence and compassion.